Research Note 83-57

AMERICAN FORCES RADIO AND TELEVISION SERVICE - EUROPE: SURVEY OF AUDIENCE BEHAVIORS AND OPINIONS

Bruce S. Sterling and Sarah Lucken-Newton

Submitted by:
William W. Haythorn, Chief
ARI FIELD UNIT AT USAREUR

and

Joyce L. Shields, Director
MANPOWER AND PERSONNEL RESEARCH LABORATORY

A136761

DTIC FILE COPY

DTIC ELECTE JAN 12 1984 S D E

U. S. Army

Research Institute for the Behavioral and Social Sciences

August 1981

84 01 10 043

Approved for public release; distribution unlimited.

This report has been cleared for release to the Defense Technical Information Center (DTIC). It has been given no other primary distribution and will be available to requestors only through DTIC or other reference services such as the National Technical Information Service (NTIS). The views, opinions, and/or findings contained in this report are those of the author(s) and should not be construed as an official Department of the Army position, policy, or decision, unless so designated by other official documentation.

UNCLASSIFIED

SECURITY CLASSIFICATION OF THIS PAGE (When Data Entered)

REPORT DOCUMENTATION PAGE		READ INSTRUCTIONS BEFORE COMPLETING FORM
1. REPORT NUMBER Research Note 83-57	2. GOVT ACCESSION NO. AD-A136761	3. RECIPIENT'S CATALOG NUMBER
4. TITLE (and Subtitle) American Forces Radio and Television Service - Europe: Survey of Audience Behaviors and Opinions		5. TYPE OF REPORT & PERIOD COVERED Research Report Final 6. PERFORMING ORG. REPORT NUMBER
7. AUTHOR(s) Bruce S. Sterling Sarah Lucken-Newton		8. CONTRACT OR GRANT NUMBER(s)
9. PERFORMING ORGANIZATION NAME AND ADDRESS Army Research Institute for the Behavioral and Social Sciences. 5001 Eisenhower Avenue, Alexandria, Virginia 22333		10. PROGRAM ELEMENT, PROJECT, TASK AREA & WORK UNIT NUMBERS 2Q263731A792
11. CONTROLLING OFFICE NAME AND ADDRESS Army Research Institute for the Behavioral and Social Sciences. 5001 Eisenhower Avenue, Alexandria, Virginia 22333		12. REPORT DATE August 1981 13. NUMBER OF PAGES 176
14. MONITORING AGENCY NAME & ADDRESS(if different from Controlling Office)		15. SECURITY CLASS. (of this report) UNCLASSIFIED 15a. DECLASSIFICATION/DOWNGRADING SCHEDULE

16. DISTRIBUTION STATEMENT (of this Report)

Approved for public release; distribution unlimited

17. DISTRIBUTION STATEMENT (of the abstract entered in Block 20, if different from Report)

18. SUPPLEMENTARY NOTES

19. KEY WORDS (Continue on reverse side if necessary and identify by block number)

Audience survey, market research, communications

20. ABSTRACT (Continue on reverse side if necessary and identify by block number)

Surveys concerning American Forces Network - Europe audience viewing and listening behaviors and opinions were mailed back by over 2,500 military members, DOD civilians, and their dependents. Analyses performed to determine audience behavior revealed that peak viewing times for all ranks, DOD civilians and dependents were 6 to 10 P.M. all days with 7 to 9 P.M. as the optimum time period for airing command messages. Peak listening times were 6 to 8 A.M. weekdays for military/DOD civilians and 9 A.M. to 1 P.M. weekdays for dependents. Other results describe audience opinions toward and behavior toward both general

DD FORM 1 JAN 73 1473 EDITION OF 1 NOV 65 IS OBSOLETE

UNCLASSIFIED

SECURITY CLASSIFICATION OF THIS PAGE (When Data Entered)

20. ABSTRACT contd.

cont'd

and specific programming, as well as opinions toward possible changes in programming.

Accession For	
NTIS GRA&I	X
DTIC TAB	☐
Unannounced	☐
Justification	
By	
Distribution/	
Availability Codes	
Dist	Avail and/or Special
A-1	

COPY INSPECTED DTIC

Table of Contents

	Page
Introduction	1
Method	2
Subjects	2
Instrument	2
Procedure	3
Analyses	4
Results	5
Organization of results	5
Representativeness of sample	5
Results concerning television	10
Access and normal viewing hours	10
Programming	13
Results concerning radio	19
Access and normal listening hours	19
Programming	22
Discussion	27
Recommendations	32
Appendix A: Survey Instrument	A-1
Appendix B: Distribution instructions	B-1
Appendix C: Various Tables	C-1

List of Tables

		Page
Table 1	Representativeness of sample by service	7
Table 2	Representativeness of USAREUR sample	8
Table 3	Representativeness of USAFE sample	9
Table C1	Does AFN-TV serve area	C-2
Table C2	Description of TV set watched	C-2
Table C2a	Living location by access to TV	C-3
Table C3	Watching by rank categories and unweighted dependents	C-4
Table C4	Types and frequency of programs watched	C-11
Table C4a	General television programing preferences by educational level	C-14
Table C4b	General television programing preferences by ethnic background	C-17
Table C5	Preferred nights for movies -- twice a week	C-18
Table C6	Quality of AFN-TV early-evening movies	C-19
Table C7	How often "Gasthaus" viewed	C-20
Table C7a	"Gasthaus" viewing per week by rank	C-21
Table C8	Feelings about "Gasthaus" times	C-22
Table C8a	Likelihood to watch "Gasthaus" at different time by rank	C-23
Table C9	"Gasthaus" time preferred	C-24
Table C10	"Gasthaus" content preferred	C-25
Table C11	Frequency watch: 6pm TV news	C-26
Table C11a	6pm TV news: viewing by rank: military sample	C-27
Table C12	6pm TV news: time preferred	C-28
Table C12a	6pm TV news: time preferred by rank: military sample	C-29
Table C13	Change 6pm TV news time	C-30

		Page
Table C13a	Prefer evening TV news time changed by rank: military sample	C-31
Table C14	Importance of 6pm TV news	C-32
Table C14a	Importance of 6pm TV news by rank: military sample	C-33
Table C15	6pm TV news: opinions of content quality	C-34
Table C16	6pm TV news: balance between sections	C-36
Table C17	Which AFN-TV news is watched	C-38
Table C17a	Which AFN-TV news is watched by rank: military sample	C-39
Table C18	10pm TV news frequency of watching	C-40
Table C18a	10pm TV news frequency of watching by rank: military sample	C-41
Table C19	10pm TV news preference time change	C-42
Table C19a	10pm TV news preference time change by rank: military sample	C-43
Table C20	"Have you watched 'Profile'?"	C-44
Table C20a	"Have you watched 'Profile'?" by rank: military sample	C-45
Table C21	Feelings about "Profile"	C-46
Table C21a	Feelings about "Profile" by rank: military sample	C-47
Table C22	Frequency of watching "EUCOM Report" last month	C-48
Table C22a	Frequency of watching "EUCOM Report" last month by rank: military sample	C-49
Table C23	Feelings about content of "EUCOM Report"	C-50
Table C23a	Feelings about content of "EUCOM Report" by rank: military sample	C-51
Table C24	Frequency of watching "American Forces Perspective"	C-52
Table C24a	Frequency of watching "American Forces Perspective" by rank: military sample	C-53
Table C24b	Frequency of watching "American Forces Perspective" by branch of service	C-54

		Page
Table C25	Opinion of "American Forces Perspective"	C-55
Table C25a	Opinion of "American Forces Perspective"	C-56
Table C25b	Opinion of "American Forces Perspective" by Branch of Service	C-57
Table C26	Frequency of watching tape-delayed sports	C-58
Table C27	Feelings about tape-delayed sports	C-59
Table C28	Frequency of watching live sports on AFN-TV	C-60
Table C29	Frequency viewers would like to watch live sports	C-61
Table C30	AFN radio service available in area	C-62
Table C31	Place where AFN radio is heard	C-63
Table C32	Preferences for AM or FM service	C-64
Table C33	Listening by rank categories and unweighted dependents	C-65
Table C34	Frequency listen to various radio programming	C-72
Table C34a	General radio programming preferences by education level	C-76
Table C34b	General radio programming preferences by ethnic background	C-77
Table C35	Type of music prefer to hear	C-81
Table C36	Frequency of listening to expanded news/sports	C-82
Table C37	Amount of time preferred on various aspects of news/sports	C-83
Table C38	Opinion of 7 A.M. news	C-84
Table C39	Opinion of late hour live sports	C-85
Table C40	Enough time for local programming	C-86
Table C41	Quality of local AFN D.J. music programs	C-87
Table C42	Quality of local AFN radio broadcasting	C-88
Table C43	AFN FM general service in your area	C-90
Table C44	Feelings about live vs. recorded FM	C-91
Table C44a	Feelings about live announcer and D.J.s on FM radio by rank	C-92

		Page
Table C45	Opinion of news/sports on FM	C-93
Table C46	Preferences for FM music	C-94
Table C46a	FM music preference by rank	C-97
Table C47	Type of FM programing most preferred	C-105

Introduction

The purpose of this report is to describe audience behaviors and opinions concerning American Forces Radio and Television Service - Europe. Often called the American Forces Network - Europe (AFN-E) it consists of nine radio stations and one major and three affilliate television stations providing the American military member, the Department of Defense civilian and family members with information. The combined broadcasting area includes all United States Army communities in Germany and the Benelux.

Radio service was begun in 1943 and officially sanctioned by Generals Marshall and Eisenhower in 1947. Television broadcasting was introduced by the Air Force in 1956 and taken over by the Army in 1963. The staff of AFN continues to be composed of members of all three branches of the service as well as DOD civilians and members of the host nation population.

While this research was performed, of course, expressly for AFRTS-E, the intended audience of this report is AFRTS personnel around the world and military researchers who may be interested in AFRTS. This research is relevant to this audience in a number of ways. By describing the survey instrument, research methodology, and analyses performed, this report enables other AFRTS networks or researchers to conduct their own comparable audience surveys. Since there is little reason to believe that service members in Europe differ drastically in radio-television related behaviors and preferences from service members elsewhere in the world and content may be very similar, a good part of this data (the data concerning programming preferences, for instance) may well be valid for AFRTS networks worldwide.

In 1979, the AFN-E approached the Army Research Institute Field Unit, USAREUR, concerning assistance with a survey of their listeners and viewers. AFN-E is charged with the responsibility of providing a great deal of command

information to the members of all American military services in USAREUR. A better knowledge of the listening and viewing habits of specific groups within this population would allow for more accurate programming of this information.

Secondarily, AFN was interested in a number of preference and satisfaction issues, so that they might make what ever changes that are feasible to increase the "customer satisfaction" of their audience.

In April, 1980, CPT Ted Filzen, U.S.A.F., of AFN provided ARI with a draft instrument. This instrument had been developed under the direction of Dr. Robert Simons of Boston University with a good deal of input from AFN-E management and their nine affiliate station managers from Germany and the Benelux.

Dr. Bruce Sterling and Ms. Sarah Lucken-Newton of the USAREUR ARI Field Unit met with CPT Filzen on a number of occasions. Together they finalized the instrument and designed the sampling procedure. This sampling procedure was constructed to meet the dual needs of stringent project requirements and feasibility of use by station managers. Affiliate station managers were used to facilitate the data collection in their listening/viewing areas.

The instrument was finalized and data collection begun in July, 1980.

Method

Subjects

Subjects were 2083 service members, 129 DOD civilians, and 674 dependents. Other demographic characteristics of the sample will be discussed in the "Results" section.

Instrument

The final instrument, contained in Appendix A, consists of items related

to respondents' watching or listening patterns, preferences for various types of programming, preferences for scheduling of specific programs (e.g., should the morning news be at 0630, 0700, or 0800?) and demographic items. It contained items related to network television, network radio, and local radio programming.

Procedure

The American Forces Network in Central Europe consists of nine affiliate stations. Within each of these affiliates, station managers selected three prototype communities: large, medium, and small. These communities were selected to be typical of the different communities AFN must service: large military communities with the many services, amenities and recreational alternatives associated with living in a sizable American military community to small, isolated communities with a dearth of services. Within each of these communities, station managers were instructed to randomly (e.g., draw out of a box) select five company sized units and request them to participate in the research. Instructions to station managers are found in Appendix B. When five willing units were located, station managers were to obtain from these units a complete roster of their personnel. The research called for stratified random sampling to ensure an adequate number of relatively "rare" ranks without a huge overall sample. Thus, station managers were instructed to randomly select (e.g., using the last two digits in the social security number) a specific number of personnel in various rank categories. This sampling at company level was adequate to obtain sufficient numbers of junior enlisted, junior NCOs, senior NCOs, and junior officers. However, for O-3s and above, and civilians, station managers had to use random sampling techniques at other organizations (e.g., battalion headquarters).

Once respondents were selected they were given, through the appropriate chain of command, two surveys and two envelopes addressed to ARI. One

survey was for the respondent and one was for a dependent (e.g., spouse, adolescent child, etc.). Surveys were distributed to about 4000 military and DOD civilians, and about 4000 dependents.

Thus, the distribution of surveys basically followed a stratified random sampling procedure, with the exception of the (non-random) selection of prototype large, medium, or small communities. That is, station managers selected what they viewed as then typical large, medium, or small community, rather than randomly selecting one large community from a group of all large communities in their area. However, the return of surveys was completely uncontrolled, so that the sample on which data is available may or may not be similar to the population served by AFN. This is discussed further in the "Results" section, where the demographic characteristics of the sample are compared to those of the USAREUR and USAFE populations.

Analyses

The sampling strategy as presented to the station managers should have (i.e., if surveys were returned in a random manner) produced a random sample, stratified by rank. Thus the only demographic variable on which the sample was expected a priori to differ from the population was rank. In fact, data from Tables 2 and 3 show that senior NCOs, warrant officers, and junior officers were overrepresented while other ranks tended to be underrepresented. In order to adjust for this, the data was weighted such that the percentage of respondents in each rank category of the sample data matched the percentage of people in that rank category for the USAREUR (Army and DOD civilian) population. Army population data was used to weight the entire sample, since Air Force population data was not available on all ranks. All rank categories plus DOD civilians were assigned weights.

Dependent data was unweighted and analyzed separately, since there was no clear concensus on how dependent data should be weighted. That is, if dependent data was weighted in accordance with their proportion of the USAREUR population, the dependent data would make up 50% of the sample data since there are about 200,000 soldiers and 200,000 dependents in USAREUR. This seems to be an overrepresentation of the dependents' opinions and behaviors. However, to arbitrarily assign them some lesser weight did not seem rational either. Thus the unweighted dependent data is reported for all items along with the weighted data for military and DOD civilian respondents.

Results

Organization of results

The results will be organized into three main parts: representativeness of sample, results concerning television, and results concerning radio. Television results will again be divided into two main sections: (1) access to a television and normal viewing hours, plus (2) programming. Opinions or behaviors concerning two types of programming will be reviewed. These are general programming preferences (item 4 on the survey) and opinions or behaviors concerning specific programming such as nightly movies, Gasthaus, the news (6 P.M. and 10 P.M.), special features (i.e., Profile, Eucom Report), and sports programming (e.g., live or tape-delayed sports broadcasts).

Radio results will be divided into similar sections: (1) access to radio broadcasting, AM and FM, and normal listening hours, plus (2) programming.

Representativeness of sample

Since the sample consisted of mailed-back surveys, the sample was by definition non-random (self-selected). Therefore, it was important to

examine the representativeness of the sample, by comparing certain demographic characteristics of the sample with those of the relevant population. These comparisons are shown in Tables 1 to 3. Since, as described previously, the sample was stratified by rank, all data in these tables are already weighted by rank except, of course, for the rank data itself. After weighting, the percentage of each rank for the sample and the population are by definition identical. All data are weighted by rank to give a true picture of how representative the weighted sample is of the population, since all subsequent analyses (except, again, those using rank) are weighted by rank.

Inspection of Table 1 reveals that the percentage of people in the various service categories is roughly equivalent between the sample and the population. Air Force members may be slightly overrepresented. Since no population statistics exist for dependents, it is difficult to assess whether the dependent sample is representative. Assuming that all categories are equally prolific (which may or may not be a valid assumption), Air Force, and DOD civilian dependents may be overrepresented in the sample.

Demographic data for the Army sample are given in Table 2. Soldiers 20 years or under seem to be underrepresented in the sample; all the age categories of 21 or above are overrepresented. Females are, also, overrepresented in the Army sample. It appears that junior NCOs and senior officers are underrepresented in the sample, and senior NCOs plus junior officers are overrepresented. Caucasians are overrepresented; Blacks and Hispanics are underrepresented. People with more education (some college or beyond the Bachelor's Degree) are quite overrepresented in the sample, as are those who live in government housing; barracks dwellers are underrepresented.

Data for the Air Force sample are presented in Table 3. The age of the Air Force sample appears to be roughly representative of its population,

Table 1

Representativeness of Sample by Service

Service	Army	Air Force	Navy/Marine	DoD Civilian
Military Sample	76.8%	19.7%	2.4%	1.2%
Military Population	86.9%	12.1%	-	1.0%
Dependent of				
Dependent	69.2%	23.7%	1.2%	5.9%
Sample Population	*	*	*	*

* Data not available at this time

Table 2

Representativeness of USAREUR Sample

AGE		≤20	21-25	26-30	31-35	36-40	41-45	46-50	≥51-55
	USAREUR SAMPLE	12.9%	28.3%	20.2%	18.0%	12.4%	5.6%	2.3%	.40%
	USAREUR POPULATION	27.8%	35.8%	16.5%	8.6% (31-34)	8.1% (35-40)	2.0%	.80%	-

SEX		MALE	FEMALE
	USAREUR SAMPLE	85.1%	14.9%
	USAREUR POPULATION	93.9%	6.1%

RANK (unweighted)		E1-E4	E5-E6	E7-W4	O1-O2	O3	O4-O5	O6
	USAREUR SAMPLE	53.6%	18.5%	17.9%	7.1%	2.3%	.6%	.1%
	USAREUR POPULATION	55.9%	26.4%	9.3%	3.4%	2.7%	2.1%	0.2%

ETHNIC GROUP		Asian American	Caucasian	Hispanic American	Black	American Indian	Other
	USAREUR SAMPLE	1.5%	71.2%	4.4%	17.5%	1.6%	3.8%
	USAREUR POPULATION	1.7%	52.9%	9.8%	26%	1.8%	7.2%

EDUCATION		>High School	High School	Some College	Bachelor's Degree	Bachelor's Degree +
	USAREUR SAMPLE	2.1%	31.5%	42.9%	9.3%	14.3%
	USAREUR POPULATION	8.2%	70.0%	11.1%	7.7%	2.7%

LIVING QUARTERS		BEQ/Barracks	BOQ	Govt. Housing	Govt. Leased Housing	Economy
	USAREUR SAMPLE	33%	3.3%	31.6%	9.4%	22.7%
	USAREUR POPULATION	52.6%	1.3%	19.3%	6.8%	19%

Table 3

Representativeness of USAFE Sample

AGE	≤20	21-25	26-30	31-35	36-40	41-45	46-50	≥51-55
USAFE SAMPLE	10.9%	19.2%	19.1%	20.6%	18.1%	9.4%	2.7%	0%
USAFE POPULATION	10.9%	26.6% (21-24)	62.5% (25 above)		*	*	*	*

SEX	MALE	FEMALE
USAFE SAMPLE	86.3%	13.7%
USAFE POPULATION	90.1%	9.9%

RANK (unweighted)	E1-E4	E5-E6	E7-W4	O1-O2	O3	O4-O5	O6
USAFE SAMPLE	51.3%	20.3%	16.4%	10.1%	1.2%	0.5%	-
USAFE POPULATION	44.6%	38%	8.7%	12.3% (Officers)			

ETHNIC GROUP	Asian American	Caucasian	Hispanic American	Black	American Indian	Other
USAFE SAMPLE	2.3%	77.0%	2.8%	11.5%	2.1%	4.4%
USAFE POPULATION	*	81.1%	*	16.5%	*	2.4%

EDUCATION	>High School	High School	Some College	Bachelor's Degree	Bachelor's Degree +
USAFE SAMPLE	0.5%	22.2%	52.7%	10.5%	14.1%
USAFE POPULATION	0.1%	68.5%	16.8%	13.6% +	*

LIVING QUARTERS	BEQ/Barracks	BOQ	Govt. Housing	Govt. Leased Housing	Economy
USAFE SAMPLE	17.1%	1.5%	27.3%	10.7%	43.3%
USAFE POPULATION	*	*	*	*	*

* Data not available at this time

although the population data for some age categories is unavailable. The percentage of males and females in the sample approximates the population figures, also. As for rank, it again appears that junior NCOs are underrepresented, and senior NCOs overrepresented. The overall percentage of officers in the sample and the population are roughly equivalent, but since the population figures by grade are unavailable, nothing can be concluded about how representative the sampling is with regard to the population in specific officer rank categories. The racial breaddown of the sample roughly corresponds to comparable population figures, although Blacks are somewhat underrepresented in the sample. Again, those with more education (some college or more) are overrepresented at the expense of high school graduates. Although there are no population figures for the Air Force concerning living quarters, the percentage of the sample living on the economy seems unusually high.

Results concerning television

Access and normal viewing hours

As indicated in Table C1, over 80% of both military/DOD civilians and dependents who responded to this survey lived in areas served by AFN television. Table C2 shows that of those who lived in areas served by AFN about 74% of survey respondents had access to at least a color television. This was relatively unaffected by the living location of military members (Table C2a).

A word of caution is in order for interpreting the data in Table C2 and the rest of the television data. If one examines the survey itself carefully, it requests respondents who do not receive AFN-TV to not answer questions concerning their viewing habits (which is logical enough). Whether respondents followed these instructions or not, their responses were computer screened such that for anyone indicating that they did not

have access to AFN-TV, then responses to other TV items were eliminated. Thus in Table C2, the roughly 3% who indicated that they did not have access to a television represents 3% of the roughly 83% who lived in areas served by AFN-TV. The same is true of the analysis of AFN radio data.

Table C3 contains data listing normal viewing hours for all ranks and dependents who had access to a television set and watched at least occasionally. The number of respondents in the O-4 to O-5, and O-6 and above subgroups are too small to be reliable, so data from these groups will not be considered when discussing differences in viewing patterns among different subgroups or rank categories.

Generally, the peak viewing times for all rank groups were 7 P.M. to 9 P.M. (1901-2100), 9 P.M. to 10 P.M. (2101-2200), and 6 P.M. to 7 P.M. (1801-1900), in that order. In a more detailed analysis, from 9 A.M. to 12 noon, the audience consists mainly of dependents, about 20% of whom are watching. Over the noon hour weekdays, the audience picks up a little but not appreciably. Weekdays from 1 to 5 P.M., the audience is again mostly dependents, about a third of whom are watching. From 5 to 6 P.M. weekdays, about a third of the dependents and military population E-6 and under are watching, whereas the figure is about half of that for other ranks and DOD employees.

During the day on weekends, the viewing situation is different. On Saturday from 9 A.M. until noon, the overall percentage of respondents viewing is around 35% with dependents and E-1s to E-6s being the heaviest viewers. From noon to 1 P.M., around 27% of the overall potential audience is watching with E-1s to E-6s as the heaviest viewers. From 1 P.M. to 5 P.M. Saturdays, about 36% of the potential audience is watching with E-1s to E-6s again being the group with the largest percentage watching. On Sunday, the

viewing situation is much the same. From 9 A.M. until noon, about 28% of the potential audience is viewing, with dependents and E-1s to E-6s as the heaviest viewers. From noon to 1 P.M., roughly 26% of the potential audience is watching with E-1s to E-6s as the heaviest viewers, and from 1 P.M. to 5 P.M. again about 38% of the potential audience is viewing with E-1s to E-6s and DOD civilians being the heaviest viewers.

From 6 to 7 P.M. all nights of the week, the viewing population is high. The average percentage for all ranks combined is in the high 60s, but the figure for junior grade officers (O-1 - O-3) is slightly lower (around 50%). Also, the viewing percentage Saturday night is somewhat lower for all ranks combined but is still in the high 50s. Seven to 9 P.M. on all nights is the peak watching period for all ranks with the overall viewing percentage in the mid 70s, but slightly lower for captains (O-3s, in the low 60s) and slightly lower overall for Saturday night (high 60s). The viewing sample decreases just slightly from 9 - 10 P.M. on all nights. The average percentage viewing is in the low 70s overall, but in the low 60s for captains. From 10 P.M. to midnight, Sunday through Thursday night, the overall viewing percentage is generally in the low 30s. Friday and Saturday nights the viewing percentages in this time slot are slightly higher (between 40% and 50%) overall, especially for E-1s to E-6s (over 50%). From midnight to 1 A.M., Sunday through Thursday, the viewing percentage for all groups is lower (overall about 10% to 15%). Again, on Friday and Saturday nights, the viewing population rises slightly to average about 29% on Friday night and 38% on Saturday night. Again the E-1 to E-6 groups are the most frequent watchers in this time slot on Friday and Saturday nights.

Programming

Data concerning general programming preferences are given in Table C4. Inspection of these tables shows that there are four types of programs which 75% or more of the military/DOD civilian and dependent audiences view occasionally or frequently. These are information/documentaries, situation comedies, detective shows, and movies. There were five types of programming where about 60% or more of both the military/DOD civilian and dependent samples indicated they viewed occasionally or frequently. These were variety shows, westerns, science fiction, live satellite sports, and cartoons.

There are four types of shows which about 60% or more of both the military/DOD civilian and dependent samples indicated that they rarely or never viewed. These were press interviews, game shows, homemaking programs, and ethnic group oriented shows, (e.g., The Jeffersons).

Only two types of programs brought out large differences of opinion between military/DOD civilian and dependent samples. As expected, about 67% of the military/DOD civilian sample occasionally or frequently watched sports whereas only 43% of dependents did the same. About 62% of the dependents occasionally or frequently watched soap operas (life drama) while only 27% of the military/DOD civilian sample viewed these.

As mentioned previously, this sample was not representative of the population with respect to educational level and ethnic background. Thus, viewing patterns for certain types of programming, which might be expected to be influenced by the above demographic variables, were broken down by education and ethnic background. As shown in Table C4a, information/ documentaries were watched frequently by a majority of military/DOD civilians with education beyond high school but not by a majority of those

with a high school education or less. In fact, the percentage of people watching these programs frequently was nearly three times as great for those with B.A.s compared to those with less than a high school degree. Conversely, for situation comedies, the percentage watching frequently declines linearly as education level increases. This pattern holds for both military/DOD civilian and dependent samples.

For certain programming, TV viewing also varied by ethnic group. Table C4b shows that a majority of military/DOD civilian Blacks (and no majority of any other group) watch ethnic programming occasionally or frequently. In fact, the next most avid watchers of ethnic programming are Hispanic Americans, and this group watches ethnic programming occasionally or frequently at a rate 20% less than the rate reported by Blacks.

The remainder of this section on television viewing concerns specific programs. The data on preferred movie nights in Table C5 reveal that the two most preferred movie nights (by both samples) are Sunday and Wednesday with Friday a close third. Concerning the quality of these movies, Table C6 shows an unusual pattern. About 40% of both samples rate the quality as poor to very poor, while close to 50% of both groups rate the movie quality as good or very good. Only 10% are unsure.

Gasthaus is a daily seven minute interview program featuring a host and an individual from an agency, unit or organization with some significant information to be conveyed to the USAREUR community. Survey information concerning Gasthaus suggests that most people do not watch it, and that there are few conditions under which they would watch it. Table C7 shows that over half of both the military/DOD civilian and dependent samples watch Gasthaus once a week or less. This pattern does not vary by any rank for which reliable data exist (see Table C7a). The time Gasthaus is aired is not perceived to be a problem, since nearly half of both samples state that

it is unlikely they would watch Gasthaus regardless of when it was aired, and about 33% to 40% indicate they like its present time slot (see Table C8). Although the above pattern varies somewhat by rank, only a small minority of any rank (under 15%) stated that they would be more likely to watch Gasthaus in a different time slot (see Table C8a).

Of the 10% to 20% of the samples that wanted the time changed, there appeared to be no clear concensus on when Gasthaus should be aired, except not twice daily (see Table C9). Of the possible topics which could be aired on Gasthaus, only one topic was chosen by a majority of both samples. That topic was tourism opportunities (see Table C10). Community events attracted a bare majority of dependents, but not military/DOD civilian respondents.

The 6 P.M. AFN television news is an important source of news that viewers watch quite frequently. Nearly 90% of both samples indicate that they view the news either every night or two to three times a week (see Table C11). Examination of the frequency of viewing of the 6 P.M. news by rank reveals that from over 70% to over 90% of all ranks view the 6 P.M. television news two to three times a week or more (see Table C11a). Another indication of the importance of the 6 P.M. television news is that less than 10% of both samples watch only the 10 P.M. news (see Table C17), and over 90% of both samples use the 6 P.M. news as at least an occasional news source. This pattern was also not appreciably affected by military rank (see Table C17a).

Table C12 shows that over two thirds of both samples like the news at its present time, while the time makes no real difference for another 14 - 15%. Thus, only about 16 - 17% of the samples want the news time moved. An analysis of time preference by rank suggests that of the officers on whom reliable data exist, more prefer the news later compared to the

general military sample (see Table C12a). Of those who want the news moved, over two thirds of both samples wanted it later (6:30 through 8 P.M.; see Table C13). However, Table C13a suggests that there is a tendency for a higher percentage of the lower ranks (E-1 to E-6) to want the news earlier and very few in the higher ranks (E-7 to O-3) to want the news earlier.

Table C14 reveals that about 74% of both samples found the 6 P.M. television news to be an often important or most important source of news. Table C14a suggests that the early evening television news is somewhat more of an important news source to E-5s to W-4s than it is to lower ranks (E-1s to E-4s) and higher ranks (O-1s to O-3s).

Table C15 suggests that people are generally satisfied with most aspects of the 6 P.M. news. Over 60% of both samples found the quality of the U.S. news as good or very good, while over 55% of both samples rated the quality of international news and journal features as good or very good. About 50% of both samples rated sports coverage as good or very good. Over 37% of both samples rated the weather as good or very good, and another 34% found it average, so less than 30% seemed dissatisfied with weather coverage.

As shown in Table C16, most people tend to be satisfied with the amount of time devoted to most aspects of the 6 P.M. news. A majority of both the military/DOD civilian and dependent samples rated the time spent on the international news as just right although a sizeable portion of both samples wanted the time increased. Almost no one wanted international news time decreased. A bare majority of both samples found the time devoted to sports just right, while sizeable portions of both samples (especially the dependent sample) wanted the time reduced. Over two thirds of both samples found the time devoted to weather as just right. A plurality of the military/

DOD civilian and a majority of the dependent sample rated the time spent on journal features as just right. The next largest category for both samples was the "reduce time" category. The only category where a majority of both samples wanted an increase in time was U.S. news. About 40% of both samples felt the time devoted to U.S. news is just right, so almost no one wanted U.S. news time decreased.

The data reveal that the 10 P.M. news is also an important information source. About 70% of both the military/DOD civilian and dependent samples watch the 10 P.M. news two to three times a week or more often (see Table C18). This pattern did not vary substantially by rank (see Table C18a). Table C19 reveals that for around 40% of both samples the time when the late evening news is aired makes no difference, while roughly 30% of both samples prefer 30 minutes of news at 10 P.M., and approximately another 20% of both samples would like 15 minutes of news at 10 P.M. Table C19a suggests that this pattern varies slightly between ranks, but for all ranks the three dominant categories are "makes no difference," "30 minutes at 10 P.M.", or "15 minutes at 10 P.M.".

There appears to be a fair amount of variety concerning opinions about AFN-TV special features. Table C20 indicates that a majority of the military/DOD civilian and dependent samples have watched Profile. Profile is a periodic special feature program varying from 15 minutes to an hour in length with a special guest of significant stature, often visiting the command, e.g., General Bernard Rogers, Supreme Allied Commander Europe, Alex Haley, author.

Table C20a shows that the percentage watching Profile is somewhat lower in the E-1 to E-4 rank category. About 65% of those who have watched it in both samples find it more or less interesting to interesting (see Table C21).

This pattern is not greatly affected by rank (see Table C21a). A majority of both samples watch the weekly Eucom Report once a month or less (see Table C22). Eucom Report is a weekly review of major military events occuring in Europe, (e.g., division or higher change of command, NATO tank gunnery competitions). Table C22a suggests that the frequency with which Eucom Report is viewed does not vary greatly with rank. Also, about 42% of those who watched Eucom Report in both samples found it both interesting and informative, and approximately 20% of both samples found it informative but uninteresting. However, close to a quarter or more of both samples found it a waste of time (see Table C23). Table C23a shows that perceptions of Eucom Report also do not vary significantly with rank.

Over 75% of both samples watch American Forces Perspective rarely or never (see Table C24). American Forces Perspective, produced by the European Broadcasting Squadron, is a fifteen minute feature magazine of Air Force news broadcasting every Sunday. Table C24a shows that the viewing pattern does not change greatly among the various ranks. However, of those who have watched the program, over 70% of both samples find the program more or less interesting to interesting (see Table C25). Table C25a suggests that this pattern holds true for most ranks, but that captains find American Forces Perspective slightly less interesting. Since American Forces Perspective is an Air Force oriented show, one might expect the viewing and interest pattern to vary as a function of Army vs. Air Force personnel. Table C24b reveals basically no difference between the Army and Air Force samples in frequency of viewing this program and Table C25b reveals that there is a tendency for Air Force personnel to find this program somewhat less interesing.

Survey data suggest that live sports are more popular than tape-delayed sports, especially for the military/DOD civilian sample. Table C26 shows that roughly 50% of both samples indicate that they either watch a few

events depending on the sport or watch often. Table C27 indicates that of the military/DOD civilian sample who watch tape-delayed sports, about a quarter feel the amoung of tape-delayed sports is just right, roughly a quarter want more, and about a quarter want much more. However, for dependents about 80% range from wanting less to a little more, with easily the largest category rating the amount of tape-delayed sports as just right as it is. However, for live sports, two thirds of the military/DOD civilian sample and 44% of dependents indicate that they watch as many live broadcasts as possible or often, depending on the sport (see Table C28). Also, about two thirds of the military/DOD civilians and close to half of the dependents want much more to more live sports (see Table C29).

Results concerning radio

Access and normal listening hours

Fifty-two percent of both the dependent and the weighted military/DOD civilian sample reported receiving both AM and FM programming in their listening area. Only 1% report that they receive neither service (see Table C30).

As shown in Table C32, about 30% of both military/DOD civilians and dependents who responded to the survey listen to both AM and FM radio. About 45% in both categories listen to AM only and around 22% listen to FM only. This lower FM listenership may reflect the fact that only five local AFN stations presently provide FM service.

When asked where they listen to AFN radio (Table C31), 35% of the military/DOD civilian sample reported that they listen in their home, car, and work place. An additional 39% listen in some combination of two of the three places. Only 22% listen in only one of three places. Only 4% of the military/DOD civilian sample who receive AFN in their living/working area reported that they do not listen.

The dependent sample does not present a significantly different pattern with the exception of the percentage of persons who listen in any combination of places that include the work place (e.g., work/car, work/home). Although 21% report listening in the home, car, and work place, 39% listen at home and in the car. As only 5% report that they do not listen at all, it seems likely that this variation is due to a lower incidence of employment outside the home for the dependent population. Data on the employment status of the dependent sample was not collected as a part of this study.

Table C33 contains data listing normal listening hours for all ranks, civilians, and dependents who have access to radio service and listen at least occasionally. The numbers of respondents in the O-4 to O-5, and O-6 and above subgroups are too small to be reliable, so data from these groups will not be considered when discussing differences in listening patterns among different subgroup or rank categories.

Generally, the peak listening times for the military/DOD civilians are 6 to 8 A.M. (0601 - 0800) Monday through Friday, whereas peak listening times for dependents are late morning (9 A.M. to 1 P.M. or 0901 through 1300) weekdays.

A more detailed review of listening patterns follows. For the military/DOD civilian sample during weekdays, from midnight to 5 A.M., around 6% of the overall sample is listening. From 5 to 6 A.M., listening percentage rises to roughly a quarter of the sample. Between 6 to 8 A.M., about a half of the military/DOD civilian sample is listening. Overall percentage of listeners varies from between 40 - 45% between 8 A.M. and 6 P.M. From 6 P.M. until 10:30 P.M., roughly a quarter of the military/DOD civilian sample is listening. This percentage drops to 15% from 10:30 P.M. to midnight.

Analysis of the above results by rank (Table 33) reveals that listening behavior by officers during weekdays is somewhat lower than the overall audience figures. Conversely, listening rates for officers from 6 to 7:30 P.M. is somewhat higher than overall audience figures. Late evening listening (10:30 P.M. - midnight) figures for officers are again somewhat lower than those of the overall figures.

Weekend listening behavior by the overall military/DOD civilian sample is somewhat different. From midnight until 6 A.M., about 8% of the overall sample is listening. From 6 to 9 A.M., the listening percentage steadily increases to between 20 - 24% of the sample. From 9 A.M. to 6 P.M. on weekends between a quarter and a third of the overall sample is listening. That figure falls to a fifth or slightly less, from 6 P.M. to midnight.

As might be expected, data for dependents follows a completely different pattern. During weekdays, the first time period in which there is appreciable dependent listenership is from 6 to 7 A.M. when about 37% are listening. From 7 to 9 A.M. around 54% of dependents are listening. This figure fluctuates between roughly a third to a half of the dependents from 9 A.M. to 6 P.M. Roughly a fifth of the dependents are listening from 6 P.M. until midnight on weekdays.

The weekend listening pattern for dependents is again different. From midnight to 7 A.M., less than 10% of the dependents are listening. Between 10 and 25% of the dependents are listening from 7 to 9 A.M. on weekends. This figure fluctuates between a fourth and a third of the dependents listening from 9 A.M. until 1 P.M. Between 1 and 6 P.M., roughly 40% of the dependents are listening. This figure drops to 12 to 15% from 6 P.M. to midnight.

Programming

Table C34 presents the frequency of reported listening to different types of radio programs for both the military/DOD civilian sample and dependent sample. A person's report of what he does is thought to be a more accurate measure of his preference than direct questioning. However, availability of preferred program content is a factor (i.e., a dependent may listen to the radio, regardless of program, in the hours prior to PX/commissary opening times but prefer to hear a program that is aired during a conflicting time slot).

There are four types of programs for which 70% or more of the listeners stated that they listen occasionally or frequently. These were news-information programs, Top 40, easy listening, and hourly news.

Seventy percent or more of both the military/DOD civilian and the dependent samples reported never or rarely listening to religious gospel shows, Latino music, and traditional jazz.

While no other types of radio programs generated either particularly high or low listening behavior, information specials, country music, and old radio shows were more popular than unpopular with both samples, whereas folk music, soul, modern jazz, and women's interest shows were more unpopular with both samples. Album oriented rock was a toss up with both samples, while sporting events were, surprisingly, a toss up for the military/DOD civilian sample and, generally, unpopular with dependents.

Because the sample was non-representative of the population with regard to educational level and ethnic background, listening behavior for certain types of programming was analyzed by these two variables. As indicated in Table C34a, the percentage of military/DOD civilians listening frequently to news-information programs increases as education level increases.

Listening behavior for certain programs was also influenced by ethnic group. Table C34b shows that Blacks were much less likely to listen to country music occasionally or frequently than were other ethnic groups. This pattern holds for both military/DOD civilian and dependent samples. Conversely, black military/DOD civilians are much more likely to listen occasionally or frequently to soul, modern jazz, or traditional jazz than are other ethnic groups. For soul music, the above pattern holds for the dependent sample as well. Also, Hispanic Americans are more likely to listen occasionally or frequently to Latino music than are other ethnic groups. This pattern also holds for both samples.

Concerning the type of AM programming desired (Table C35), the two dominant categories for both samples were preference for an hour devoted to a particular type of music/programming or an hour-long mix. However, for the military/DOD civilian sample, more people preferred the hour devoted to a single type of programming while for the dependents a few more (about 1% more) preferred the hour-long mixture of music.

Concerning the 7 A.M. news broadcast, 70% of the military/DOD civilian population and 63% of the dependent population report that they occasionally or frequently listen. This corresponds well with the information available on listening behaviors wherein 0700 was found to be the peak listening time (see Table C33). This is clearly an important news source.

About sixty percent of both groups reported listening to the 1200 news occasionally or frequently. No significant difference exists between groups, nor was there any difference between military/DOD civilian and dependent groups, with regard to the 6 and 10 P.M. news; though the percentage of those listening declined slightly for each subsequent broadcast (see Table C36).

The preponderance of listeners in both samples preferred the morning news at seven o'clock. Neither changing the time nor substituting music was seen as preferable (Table C38). It may be important to note that there is no early morning television news available in English in Europe. Thus, this is "the only show in town" for large numbers of U.S. citizens.

When asked about the content of the 7 A.M. news (see Table C37), about 40% of both the military/DOD civilian and dependent samples said that the U.S news content was "just right". Almost 60% of both samples want more or much more. Similar responses were found for international news, where around 50% found the content to be "just right" and 35 to 45% wanted more or much more. With regard to sports news, 45 to 56% liked the current amount and roughly equal numbers of people wanted more or less in the military/DOD civilian sample, while many more dependents wanted less. A plurality of listeners in both samples were satisfied with the amount of time devoted to economic news. Twenty-five to 35% wanted less or much less.

Many times, U.S. sports events that are broadcast "live" by AFN-AM are heard in the European Command either late at night or after midnight. When asked their opinion about these broadcasts almost 60% of the military/DOD civilian and 75% of the dependent samples responded that it made no difference to them or that they did not listen to late night radio (see Table C39). Less than 3% of each sample reported that they did listen. About 16% of the military/DOD civilian sample preferred live late night sports, while 14% preferred tape-delayed sports. For the dependent sample about 8% preferred live late night sports, and 9% preferred tape-delayed sports. About 10% of the military/DOD civilian

sample and 7% of the dependent sample preferred both live late night and tape-delayed sports.

AFN affiliate stations provide five hours of local programming Monday through Friday, and three to four hours on weekend days. Eighty-two percent of the military/DOD civilian sample and almost 90% of the dependent sample felt that was an adequate amount (see Table C40).

A portion of this local programming is devoted to D.J. music programs. Sixty to sixty-five percent of all listeners who responded to this survey felt that these programs were good to outstanding. An additional 27% found them adequate (see Table C41).

When asked about other types of local programming (see Table C42), less than 25% found military news, community sports, and local road and weather information good to very good. Less than 30% of both the military/DOD civilian and dependent samples responded in the good to very good categories when asked about local community news. As might be expected the responses to these items varied from community to community.

Close to two thirds of both samples reported receiving FM (see Table C43). In response to the question, "How do you feel about having live (rather than pre-recorded) announcers/D.J.s on the FM radio service?", around half of all persons responding to the survey felt it was "OK on a few programs". Few people felt strongly in either a positive or negative direction with the exception of O-3s in the military/DOD civilian sample of whom 52.2% "do not like to listen to D.J.s on FM" (see Table C44a).

Of those listeners who reported receiving FM service, about 30% of both samples reported that they did not like the idea of news and sports programs on FM broadcasting. Of those who would like it, approximately

30% preferred a combination of five minute newscasts hourly with four expanded newscasts.

Preferences for various types of FM programming are listed in Table C46. Overall, people seem satisfied with the current amount of most types of music. The only type of music that a majority of both samples wanted more or much more of on FM was Top 40. There were two types of music that a majority of both samples wanted less or much less of. These were soul and latino music. Fairly large differences in preference between military/DOD civilians and dependent samples were found for two types of music. A majority of dependents, but not military/DOD civilians, wanted less or much less album oriented rock. A majority of military/DOD civilians, but not dependents, wanted less or much less disco on FM. For the other types of FM music listed here (i.e., easy listening, classical, and country/western), a majority of neither sample wanted more or less.

An analysis of FM preferences by rank categories revealed differences between groups in types of music preferred (see Table C46a). More or much more easy listening music was preferred by a majority of junior NCOs (E-4 - E-5s), junior officers (O-1 - O-3s) and DOD civilians. Also, there were only three groups where nowhere near a majority wanted more Top 40 music. These groups were junior officers (O-1 - O-3s) and DOD civilians. Two groups (junior enlisted, i.e., E-1 - E-4s and senior NCOs, i.e., E-7 - W-4s) seem to want more album oriented rock than others. There were two groups where a majority preferred more classical music, captains (O-3s) and DOD civilians, and one group (junior NCOs or E-5 - E-6s) where a majority preferred more country/western music.

Thus, it seems that officers and DOD civilians prefer more "highbrow" music, since they preferred less Top 40, more easy listening, and more classical music than other groups. Junior NCOs preferred more easy listening and country/western music, whereas junior enlisted and senior NCO wanted more "hard rock".

Concerning the mixture of FM programming (Table C47), the largest category for both samples (38% of military/DOD civilians and 34% of dependents) preferred hour-long programs devoted to one type of music, while the next largest category for both samples (30% of military/DOD civilians and 32% of dependents) preferred an hour-long mixture of various types of music.

Discussion

One conclusion that can be drawn based on the data presented here is that the sample is not representative of the population. The mail-back technique generated a self-selected sample unrepresentative of the population in several respects. Perhaps the key demographic difference between this sample and population lies in educational level. People with some college education, who were overrepresented in the sample, also have had the most experience with pencil and paper multiple choice tests or surveys done by the Psychology or Sociology departments. Thus, this survey was not an unfamiliar thing to them, and they may have been more likely to complete and return it. It is also possible that the surveys were not truely randomly distributed, as directed by ARI, but were given to those with higher educational levels. This demographic difference is hypothesized to be key in the sense that it may cause other sample discrepancies, such as those in ethnic background.

Peak viewing times for all ranks (and dependents) appears to be 7 P.M. to 9 P.M., 9 P.M. to 10 P.M., and 6 P.M. to 7 P.M., in order of viewing frequency. At these times about 70% of the potential audience indicate that they are viewing. Since around 80% of this sample indicated that they have access to and occasionally view AFN television, that suggests that 50 to 60% (0.80 x 0.70) of the overall USAREUR-related population is viewing at these peak times. It should be remembered that these data are based on recall and not direct observation of behavior (i.e., not Nielson ratings style data), which may account for why the audience size is so much larger than comparable stateside figures. However, AFN-TV is the only television station that the vast majority of the population can meaningfully view, so perhaps these figures are not inflated after all. Until more accurate estimates can be obtained, these figures should be considered basically valid.

The most popular types of programming for military/DOD civilian and dependent audiences (in no particular order) are information/documentaries, situation comedies, detective shows, and movies. The least popular types of programs with both populations are press interviews, game shows, homemaking programs, and ethnic shows. However, had certain segments of the population been properly represented in the sample, information/documentaries, which were favored more by those with education beyond high school (a group overrepresented in the weighted sample), may have been less popular. Also, ethnic programs, which were favored more by blacks (who were underrepresented in the sample) may have been somewhat more popular.

Preferred movie nights are Sunday and Wednesday with Friday as a close third. Opinions concerning movie quality vary considerably.

Most people watch Gasthaus infrequently, and would not watch frequently regardless of the time it was aired. Indeed, Gasthaus is already being aired at the peak viewing time (7 to 9 P.M.). The only programming that a majority of military/DOD civilian and dependent respondents want to see on Gasthaus is tourism opportunities.

The fact that the number of respondents who report watching television at the time Gasthaus is aired is more than the number of respondents who report watching Gasthaus suggests at least three possibilities. First, the respondents could be in error. For example the 8 A.M. to 9 A.M. slot was inadvertently included in the television viewing matrix even though there is no television during that time and a few people (especially on weekends) reported that they were viewing television then. However, this percentage is small and could not account for much of the discrepancy in the case of Gasthaus viewing. A second possibility is that people are tuned in for only part of the block they checked off. That is, if one is tuned in from 7:30 P.M. to 9:00 P.M. one would likely put an "X" in the 7 - 9 P.M. block even though one was not tuned in during the entire block. A third and related possibility is that people's television sets are on during this entire period, but they do not attend to Gasthaus. That is, they use those few minutes to make a sandwich, etc.

The AFN-TV 6 P.M. news is frequently viewed by a great majority of respondents and is considered an important source of news. Viewers are generally satisfied with most aspects of the news. A majority of both the military/DOD civilian and dependent samples, however, wanted more time devoted to U.S. news.

Of the three special features that respondents were queried about (i.e., Profile, Eucom Report, and American Forces Perspective), American Forces Perspective appears to be the least watched, although those who do view each of these programs were generally satisfied with their content.

Results suggest that live sports are preferred to tape-delayed sports. That is, live sports are watched more frequently than tape-delayed sports, and also, more viewers want an increase in live sports compared to the percentage of viewers who want an increase in tape-delayed sports.

Results suggest that radio (particularly AM) is a very important information source. About 99% of the sample received at least AM radio, and three fourths of that group listened to at least AM radio. Results suggest that most people listen in multiple settings (e.g., home, car, and/or work). Peak listening times for the military/DOD civilian sample were 6 to 8 A.M. weekdays while peak times for dependents were 9 A.M. to 1 P.M. weekdays. About half of each sample is listening at the peak times.

Favorite radio programming appeared to be news/information programs, Top 40, and easy listening music. Programming decidedly disliked by the majority was religious programming, latino music, and traditional jazz. However, if certain segments of the population had not been misrepresented (over or under) in the sample, certain types of programming may have been more or less popular than reported here. For instance, news/information programming was more popular with those with at least some college, a group much overrepresented in the (weighted) sample. Had this group not been overrepresented, news/information programs may have been less

popular. Conversely, had Blacks and Hispanic Americans been well represented in the sample, programs popular with these groups and no one else, such as traditional jazz and latino music, may have been somewhat more popular.

Hour blocks of a particular type of music seem to be the most popular format for both AM and FM radio.

The 7 A.M. news was the most widely listened to hourly news. The only feature a majority of people wanted more of was U.S. news. A majority of both samples did not want less of any feature.

Late night sports features are listened to by a very small minority (3%) of both samples. Less than 30% of either sample endorse the idea of late night live sports at all (i.e., under 30% of either sample chose the third, fourth, and sixth alternative in Table C39).

Concerning local programming, people were satisfied with the performance of D.J.s but were not particularly satisfied with other local programming features, particularly community sports and consumer news.

About two thirds of the sample reported receiving FM radio. The idea of disc jockeys on at least some FM programming was generally endorsed. While only about 30% of both samples did not like the idea of news and sports on FM, there was no concensus about what format such broadcasts should take.

Concerning FM programming, people generally wanted more Top 40 and less soul and latino music, although it is possible that as with AM programming, such music might be more popular with the relevant subgroups. Differences among ranks suggested that officers and DOD civilians are more conservative in FM musical taste.

Recommendations

One general recommendation about the way future research of this kind should be conducted is that the mail-back technique not be used.

One method of avoiding the bias of a mail-back technique is to use a method similar to that used in the USAREUR Personnel Opinion Survey (UPOS). That is, a random sample, stratified perhaps by rank, is selected using computerized official military records. Lists of people in a given area are assembled, and all people selected in a given area are directed to be in a particular room at a certain time. They are given surveys to complete there. Follow-up sessions are held, if necessary, for no-shows. While it is neither legal nor wise to direct anyone to complete a survey, in the authors' experience, once people are assembled in a room for the purpose of completing a survey, only a very small minority (much less than 1%) decline to do so when given the choice. Thus, this method assures a completely random (non-self-selected) sample which will be quite respresentative of the population.

Key command messages should be transmitted via television from 7 to 9 P.M. all days, since this is the peak viewing time for all ranks and dependents. Important command messages for military/DOD civilians should be transmitted via radio from 6 to 8 A.M. weekdays. Messages primarily aimed at dependents should be aired from 9 A.M. to 1 P.M. weekdays.

No simple recommendations about general types of television and radio programming based on those data can be made, for two reasons. First, certain types of programming (e.g., T.V. documentaries or radio news and information shows) might have been somewhat less popular than others (e.g., T.V. ethnic shows and soul or traditional jazz music on

the radio) might have been somewhat more popular if the sample had been more representative of the population. This does not mean that the overall preference data presented in this report are worthless, however. For example, Top 40 radio programming was found to be popular with a majority of all educational and ethnic groups. This caveat simply means that caution needs to be used in gauging the popularity of certain types of programming based on this sample. Secondly, the data presented in this report must be filtered through a programming philosophy before recommendations can be made. That is, even if certain minorities were properly represented in the sample, it is unlikely that traditional jazz or latino music would be popular with a majority of the overall sample, even though they are popular with a majority of the relevant subgroups. While it is rational to assume that a military controlled radio-television network should spend the majority of its time serving the majority of its population, that does not necessarily mean that it should spend all its time serving the majority. Thus, one must determine a programming philosophy of either "majority rules all air time" or "majority rules with minority rights" before deciding on how to use these data. However, what these data do show is that ethnic programming is popular with the subgroups toward whom it is directed. This information is valuable because under no programming philosophy would one want to air a type of program (e.g., latino music) if even the subgroup toward whom it may be directed is not interested in it.

Radio broadcasting (particularly FM) should be oriented toward hour-long blocks of a particular type of programming/music. Also, disc jockeys should be added to some FM programming.

Television movies should be aired on Sunday and Wednesday nights.

Gasthaus should focus mainly on travel opportunities.

One question not addressed by this survey, that may have been helpful, was audience desire for more host nation news. The audience apparently is indifferent to Gasthaus format reporting, but the viewers were not polled on their wish to hear the significant political, economic, and daily news of their host nation.

More time should be devoted to U.S. news on both the 6 P.M. television news and 7 A.M. radio news.

More live television sports should be shown. If necessary budget-wise, this should be done at the expense of tape-delayed television sports.

The cost-effectiveness of late night live radio sports should be seriously considered since they have a listenership of around 3%. In fact, less than an additional 27% even endorse these programs "in principle", although they do not listen to them.

Efforts should be made to improve the quality of local programming (with the exception of local D.J.s), since few listeners (25 - 30%) are satisfied with it.

APPENDIX A

Survey Instrument

AMERICAN FORCES NETWORK AUDIENCE STUDY

PLEASE ANSWER ALL ITEMS AND MAIL IN THE ACCOMPANYING ENVELOPE TO THE ARI FIELD UNIT, USAREUR, APO NY 09403, WHO WILL ASSIST US IN ANALYZING YOUR ANSWERS. AN ADDITIONAL QUESTIONNAIRE AND ENVELOPE HAVE BEEN PROVIDED FOR YOUR DEPENDENTS.
NOTE: NUMBERS IN PARENTHESIS ARE FOR PROCESSING PURPOSES ONLY.

(1.1) (1.2) (1.3) (1.4) 1 (1.5)

AFN-TELEVISION: IN THIS SECTION, WE'D LIKE TO ASK YOU SOME QUESTIONS CONCERNING AFN-TV.

1. Does AFN-Television serve the area in which you live?

1 ( ) Don't know (1.6)
2 ( ) No
3 ( ) Yes

IF YOU ANSWERED "DON'T KNOW" OR "NO,"
SKIP TO QUESTION 30.

2. Which one of the following statements describes the TV set that you watch?

1 ( ) Don't have access to TV (1.7)
2 ( ) Have access to a black-and-white TV
3 ( ) Have access to a color TV
4 ( ) Have access to both black-and-white and color TVs
5 ( ) Have access to TV, but don't watch it

IF YOU ANSWERED, "DON'T HAVE ACCESS TO TV,"
SKIP TO QUESTION 30.

3. Below, mark an "X" in each box beside the times each day when you usually watch AFN-TV. (PLEASE CHECK THE TIMES THAT YOU VIEW ON SUNDAY, THEN GO ON TO THE NEXT DAY'S TIMES.)

TIME	SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
0800-0900 (8AM- 9AM)	(1.8)	(1.9)	(1.10)	(1.11)	(1.12)	(1.13)	(1.14)
0900-1200 (9AM-12AM)	(1.15)	(1.16)	(1.17)	(1.18)	(1.19)	(1.20)	(1.21)
1200-1300 (12AM- 1PM)	(1.22)	(1.23)	(1.24)	(1.25)	(1.26)	(1.27)	(1.28)
1300-1700 (1PM- 5PM)	(1.29)	(1.30)	(1.31)	(1.32)	(1.33)	(1.34)	(1.35)
1700-1800 (5PM- 6PM)	(1.36)	(1.37)	(1.38)	(1.39)	(1.40)	(1.41)	(1.42)
1800-1900 (6PM- 7PM)	(1.43)	(1.44)	(1.45)	(1.46)	(1.47)	(1.48)	(1.49)
1900-2100 (7PM- 9PM)	(1.50)	(1.51)	(1.52)	(1.53)	(1.54)	(1.55)	(1.56)
2100-2200 (9PM-10PM)	(1.57)	(1.58)	(1.59)	(1.60)	(1.61)	(1.62)	(1.63)
2200-2400 (10PM-12PM)	(1.64)	(1.65)	(1.66)	(1.67)	(1.68)	(1.69)	(1.70)
2400-0100 (12PM- 1AM)	(1.71)	(1.72)	(1.73)	(1.74)	(1.75)	(1.76)	(1.77)

— — — — 2 (2.5)

4. Below, you'll find a list of types of programs broadcast by AFN-TV. Check the answer category that tells how frequently you watch each type of program when it has been broadcast. (EXAMPLES OF PROGRAMS ARE GIVEN IN PARENTHESES.)

	FREQUENTLY	OCCASIONALLY	RARELY	NEVER	
Information/documentary (20/20, 60 Minutes, Jacques Cousteau)	4 ( )	3 ( )	2 ( )	1 ( )	(2.6)
News-interview shows (Meet the Press, Washington Week Review)	4 ( )	3 ( )	2 ( )	1 ( )	(2.7)
Situation comedies (MASH, Alice, Three's Company)	4 ( )	3 ( )	2 ( )	1 ( )	(2.8)
Variety (Music/comedy)	4 ( )	3 ( )	2 ( )	1 ( )	(2.9)
Game shows	4 ( )	3 ( )	2 ( )	1 ( )	(2.10)
Detective/adventure/mystery/ suspense/drama	4 ( )	3 ( )	2 ( )	1 ( )	(2.11)
Westerns	4 ( )	3 ( )	2 ( )	1 ( )	(2.12)
Feature-length movies	4 ( )	3 ( )	2 ( )	1 ( )	(2.13)
Sports	4 ( )	3 ( )	2 ( )	1 ( )	(2.14)
Home-making (Cooking, gardening, etc.)	4 ( )	3 ( )	2 ( )	1 ( )	(2.15)
Ethnic-group topics	4 ( )	3 ( )	2 ( )	1 ( )	(2.16)
Science-fiction (Star Trek, Battlestar Gallactica)	4 ( )	3 ( )	2 ( )	1 ( )	(2.17)
Life drama/soap opera	4 ( )	3 ( )	2 ( )	1 ( )	(2.18)
Live satellite events (Sports events, parades)	4 ( )	3 ( )	2 ( )	1 ( )	(2.19)
Cartoons	4 ( )	3 ( )	2 ( )	1 ( )	(2.20)

5. At the present time, AFN-TV shows movies twice a week (before the 10 PM news). If you had your way, which two nights would these movies be broadcast? (CHECK TWO CHOICES)

1	( )	Sunday (present movie night)	(2.21)
1	( )	Monday	(2.22)
1	( )	Tuesday	(2.23)
1	( )	Wednesday (present movie night)	(2.24)
1	( )	Thursday	(2.25)
1	( )	Friday	(2.26)
1	( )	Saturday	(2.27)

6. Which statement below best describes your opinion of the quality of the AFN-TV early-evening movies?

5	( )	I think they're generally very good	(2.28)
4	( )	I think they're generally good	
3	( )	Don't know	
2	( )	I think they generally poor	
1	( )	I think they're generally very poor	

GASTHAUS: THE NEXT FOUR QUESTIONS DEAL WITH THE INTERVIEW PROGRAM GASTHAUS.

NOTE: IF YOU LIVE IN THE BREMERHAVEN VIEWING AREA, i.e., BREMERHAVEN, GARLSTAD, HESSICH-OLDENDORF DO NOT ANSWER QUESTIONS 7 THRU 17 - A SUBSTITUTE SET OF QUESTIONS HAVE BEEN PROVIDED FOR YOU AT THE END OF THE SURVEY.

7. During a typical week, how often do you watch Gasthaus?

1	( )	Not at all	(2.29)
2	( )	One time	
3	( )	Two or three times	
4	( )	Four or five times	

8. Which of the following statements best reflects your feelings about the times at which Gasthaus is broadcast?

1	( )	It's unlikely that I would watch it at any time	(2.30)
2	( )	I like the times at which it is broadcast now	
3	( )	If it came at another time, I would be more likely to watch it.	

IF YOU CHECKED ANSWERS "1" OR "2",
SKIP TO QUESTION 10.

9. If you had your way, would Gasthaus be broadcast in the future? (CHECK ONE):

1 ( )	Daytime only (9AM-4PM)	(2.31)
2 ( )	Late afternoon only (4PM-6PM)	
3 ( )	Early evening only (7PM-8PM)	
4 ( )	Twice daily - daytime and late afternoon	
5 ( )	Twice daily - daytime and early evening	
6 ( )	Weekends only, somewhere between 4:30 PM and 8 PM	

10. What kinds of content would interest you most on Gasthaus or any other AFN-produced program? (MARK UP TO FIVE PREFERENCES)

1 ( )	Interviews	(2.32)
1 ( )	Community events	(2.33)
1 ( )	Unique community features	(2.34)
1 ( )	Exploration of community problems	(2.35)
1 ( )	Medical/dental news or advice	(2.36)
1 ( )	Consumer and money management advice	(2.37)
1 ( )	Community sports events	(2.38)
1 ( )	Community talent competition	(2.39)
1 ( )	Tourism opportunities	(2.40)
1 ( )	Other topics (PLEASE WRITE IN YOUR SUGGESTIONS:)	(2.41)

_____

_____

AFN-TV 6 PM NEWS: THE NEXT SIX QUESTIONS DEAL WITH THE 6 PM AFN-TV NEWS.

11. During a typical week, how often do you watch the 6 PM AFN Evening News?

1 ( )	Not at all	(2.42)
2 ( )	One time	
3 ( )	Two or three times	
4 ( )	Every time it is broadcast, or almost every time	

12. Talking about the 6 PM TV News, which of the following statements best represents your view about the time that the program is presented? (CHECK ONE)

1 ( ) The time when it is presented makes no difference (2.43)
2 ( ) I like the time that it is presented now
3 ( ) If it could be aired earlier, I would be more likely to watch it
4 ( ) If it could be aired later, I would be more likely to watch it

IF YOU CHECKED ANSWER "1" OR "2", SKIP TO QUESTION 14.

13. If you had it your way, would the 6 PM AFN-TV news broadcast time be moved to (CHECK ONE)

1 ( ) Between 5 PM and 6 PM (2.44)
2 ( ) Between 5:30 PM and 6:30 PM
3 ( ) Between 6:30 PM and 7:30 PM
4 ( ) Between 7 PM and 8 PM

14. Which one of the following statements best expresses your overall evaluation of the AFN-TV 6 PM news?

1 ( ) Not very important to me as a news source (2.45)
2 ( ) Occasionally important to me as a news source
3 ( ) Often important to me as a source of news
4 ( ) My most important source of news

15. Consider the content or subject matter of the AFN-TV 6 PM news program for a moment. Check the box that tells how you feel about the content that is presented in each section:

	VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR	
U.S. News	5( )	4( )	3( )	2( )	1( )	(2.46)
International news	5( )	4( )	3( )	2( )	1( )	(2.47)
Sports	5( )	4( )	3( )	2( )	1( )	(2.48)
Weather	5( )	4( )	3( )	2( )	1( )	(2.49)
Journal Features	5( )	4( )	3( )	2( )	1( )	(2.50)

16. Now, we'd like to know how you feel about the balance between the sections of the AFN-TV 6 PM news. Please indicate whether you think the balance is "just right" in your view, or not. If you think any section should be given more time, also indicate at least one section that you think should be given less time, to maintain the over-all balance.

	INCREASE TIME	TIME IS JUST RIGHT	REDUCE TIME	
U.S. News	3( )	2( )	1( )	(2.51)
International News	3( )	2( )	1( )	(2.52)
Sports	3( )	2( )	1( )	(2.53)
Weather	3( )	2( )	1( )	(2.54)
Journal Features	3( )	2( )	1( )	(2.55)

17. When you watch the AFN-TV news, do you normally tune in to (CHECK ONE):

(2.56)

1 ( ) Just the 6 PM news
2 ( ) Just the 10 PM news
3 ( ) Both the 6 PM and the 10 PM news
4 ( ) Either the 6 PM or the 10 PM news, but hardly ever both programs the same night

IF YOU LIVE IN THE BREMERHAVEN VIEWING AREA BEGIN AGAIN HERE.

AFN-TV 10 PM NEWS: THE NEXT FEW QUESTIONS CONCERN THE AFN-TV 10 PM NEWS.

18. During a typical week, how often do you watch the 10 PM AFN-TV news?

(2.57)

1 ( ) Not at all
2 ( ) One time
3 ( ) Two or three times
4 ( ) Every time it is broadcast, or almost every time

19. If you had it your way, would the 10 PM AFN-TV news be changed to (CHECK ONE):

(2.58)

7 ( ) 15 minutes long at 11 PM
6 ( ) 30 minutes long at 11 PM
5 ( ) 15 minutes long at 10:30 PM
4 ( ) 30 minutes long at 10:30 PM
3 ( ) 15 minutes long at 10 PM
2 ( ) 30 minutes long at 10 PM
1 ( ) Makes no difference to me

PROFILE, EUCOM REPORT AND PERSPECTIVE PROGRAMS: THE FOLLOWING QUESTIONS DEAL WITH AFN-TV SPECIAL FEATURES.

20. Approximately once every two months, AFN-TV broadcasts interviews with senior officers and government officials on the "Profile" program. Have you watched this program?

1 ( ) No (2.59)
2 ( ) Yes

IF YOU ANSWERED "NO", SKIP TO QUESTION 22.

21. Which of the following statements expresses your feelings about the content of the Profile program? (CHECK ONE)

1 ( ) Highly interesting (2.60)
2 ( ) Interesting
3 ( ) More-or-less interesting
4 ( ) Uninteresting
5 ( ) Highly uninteresting

22. During the last month, how many times have you watched the weekend program "EUCOM Report"?

1 ( ) Not at all (2.61)
2 ( ) One time
3 ( ) Two or three times
4 ( ) Watched it every weekend

IF YOU CHECKED ANSWER "1",
PLEASE SKIP TO QUESTION 24.

23. Which of the following statements best expresses your feelings about the content of EUCOM Report? (CHECK ONE)

4 ( ) Informative and interesting (2.62)
3 ( ) Informative, but not interesting
2 ( ) Interesting, but not informative
1 ( ) Generally a waste of viewing time

24. Twice a month, AFN-TV boradcasts the program "American Forces Perspective". How often do you watch it?

1 ( ) I never watch it (2.63)
2 ( ) I watch it rarely
3 ( ) I watch once a month
4 ( ) I watch it twice a month

IF YOU CHECKED ANSWER "1", "I never watch . . ."
SKIP TO QUESTION 26.

25. Which of the following statements best expresses your opinion about the content of American Forces Perspective? (CHECK ONE)

(2.64)

5 ( ) Highly interesting
4 ( ) Interesting
3 ( ) More-or-less interesting
2 ( ) Uninteresting
1 ( ) Highly uninteresting

DELAYED-BROADCAST SPORTS: THE NEXT TWO QUESTIONS DEAL WITH SPORTING EVENTS THAT ARE RECORDED AND BROADCAST ON AFN-TV FROM ONE TO THREE WEEKS AFTER THE ACTUAL EVENT. THESE ARE CALLED "TAPE-DELAYED SPORTS".

26. Check the one answer that best describes your viewing of tape-delayed sports events on AFN-TV:

(2.65)

5 ( ) I almost always watch
4 ( ) I often watch tape-delayed events, depending upon the sport
3 ( ) I watch a few events, depending upon the sport
2 ( ) I rarely watch tape-delayed sports events
1 ( ) I never watch tape-delayed sports events

IF YOU CHECKED ANSWER "1", "I never watch . . ."
SKIP TO QUESTION 28.

27. Check the answer that best describes your feelings about how often AFN-TV broadcasts tape-delayed sports events:

(2.66)

5 ( ) I would like to see a lot more
4 ( ) I would like to see more
3 ( ) The number is just right
2 ( ) I would like to see less
1 ( ) I would like to see a lot less

LIVE SATELLITE SPORTS: THE NEXT TWO QUESTIONS DEAL WITH SPORTS EVENTS THAT ARE TRANSMITTED BY SATELLITE AND ARE BROADCAST BY AFN-TV AT THE TIME THEY ACTUALLY OCCUR.

28. Check the one answer that best describes your viewing of live satellite sports broadcasts on AFN-TV:

5 ( )	I almost always watch as many as I can	(2.67)
4 ( )	I often watch live satellite sports events, depending upon the sport	
3 ( )	I watch a few live satellite sports events, depending upon the sport	
2 ( )	I rarely watch live satellite sports events	
1 ( )	I never watch live satellite sports events	

IF YOU CHECKED ANSWER "1", "I never watch . . ."
SKIP TO QUESTION 30.

29. Which of the following answers best describes your feelings about how often AFN-TV broadcasts live satellite sports events? (CHECK ONE)

1 ( )	I would like to see a lot less	(2.68)
2 ( )	I would like to see less	
3 ( )	The number is just right	
4 ( )	I would like to see more	
5 ( )	I would like to see a lot more	

SPECIAL NOTE: Due to a shortage of available frequencies in Europe, only five AFN local stations presently provide FM service. That same frequency shortage problem also means that in some areas, AFN must provide both AM- and FM- type services within the same band. Therefore the questions below refer to NORMAL AM and FM services--not necessarily the frequency (AM or FM) given to us by the host nation.

30. Which of the following statements describes the AFN-Radio service(s) available in your area? (CHECK ONE)

4 ( )	Receive both AFN AM and FM radio service	(2.69)
3 ( )	Receive AFN AM radio service	
2 ( )	Receive AFN FM radio service	
1 ( )	Don't receive either AFN AM or AFN FM in my area	

IF YOU CHECKED ANSWER "1", "Don't receive AFN AM or FM"
SKIP TO QUESTION 48.

31. Which of the following statements best describes your AFN-Radio listening? (CHECK ONE)

1 ( ) Don't listen at all (2.70)
2 ( ) Listen at work only
3 ( ) Listen where I live only
4 ( ) Listen at work and where I live
5 ( ) Listen in car only
6 ( ) Listen where I live and also in car
7 ( ) Listen where I work and also in car
8 ( ) Listen at work, where I live and also in car

IF YOU ANSWERED "DON'T LISTEN AT ALL",
SKIP TO QUESTION 48.

32. Which of the following statements best describes the type of AFN-Radio service to which you listen regularly (CHECK ONE)

1 ( ) Listen to AFN AM service only (2.71)
2 ( ) Listen to AFN FM service only
3 ( ) Listen to both AFN AM and AFN FM services

33. Below, mark an "X" in each box beside the times each day when you usually listen to AFN-Radio. (PLEASE CHECK THE TIMES THAT YOU LISTEN ON SUNDAY, THEN GO ON TO THE NEXT DAY's TIMES.)

TIME	SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
2400-0500 (12PM- 5AM)	(3.6)	(3.7)	(3.8)	(3.9)	(3.10)	(3.11)	(3.12)
0500-0600 (5AM- 6AM)	(3.13)	(3.14)	(3.15)	(3.16)	(3.17)	(3.18)	(3.19)
0600-0700 (6AM- 7AM)	(3.20)	(3.21)	(3.22)	(3.23)	(3.24)	(3.25)	(3.26)
0700-0800 (7AM- 8AM)	(3.27)	(3.28)	(3.29)	(3.30)	(3.31)	(3.32)	(3.33)
0800-0900 (8AM- 9AM)	(3.34)	(3.35)	(3.36)	(3.37)	(3.38)	(3.39)	(3.40)
0900-1200 (9AM-12AM)	(3.41)	(3.42)	(3.43)	(3.44)	(3.45)	(3.46)	(3.47)
1200-1300 (12AM- 1PM)	(3.48)	(3.49)	(3.50)	(3.51)	(3.52)	(3.53)	(3.54)
1300-1600 (1PM- 4PM)	(3.55)	(3.56)	(3.57)	(3.58)	(3.59)	(3.60)	(3.61)
1600-1800 (4PM- 6PM)	(3.62)	(3.63)	(3.64)	(3.65)	(3.66)	(3.67)	(3.68)
1800-1930 (6PM- 7:30PM)	(3.69)	(3.70)	(3.71)	(3.72)	(3.73)	(3.74)	(3.75)
1930-2100 (7:30PM-9PM)	(3.76)	(3.77)	(3.78)	(3.79)	(3.80)	(4.6)	(4.7)
2100-2230 (9PM-10:30PM)	(4.8)	(4.9)	(4.10)	(4.11)	(4.12)	(4.13)	(4.14)
2230-2400 (10:30PM-12PM)	(4.15)	(4.16)	(4.17)	(4.18)	(4.19)	(4.20)	(4.21)

4 (4.5)

34. Below, you will find a list of types of radio programs broadcast on AFN-Radio. Check the answer category that tells how frequently you listen to each type of program when it has been broadcast.

	FREQUENTLY	OCCASIONALLY	RARELY	NEVER	
Information specials	4 ( )	3 ( )	2 ( )	1 ( )	(4.22)
News-information shows	4 ( )	3 ( )	2 ( )	1 ( )	(4.23)
Religious gospel shows	4 ( )	3 ( )	2 ( )	1 ( )	(4.24)
Country	4 ( )	3 ( )	2 ( )	1 ( )	(4.25)
Popular music (Top 40)	4 ( )	3 ( )	2 ( )	1 ( )	(4.26)
Album-oriented rock music	4 ( )	3 ( )	2 ( )	1 ( )	(4.27)
Easy-listening music	4 ( )	3 ( )	2 ( )	1 ( )	(4.28)
Folk music	4 ( )	3 ( )	2 ( )	1 ( )	(4.29)
Soul music	4 ( )	3 ( )	2 ( )	1 ( )	(4.30)
Modern jazz	4 ( )	3 ( )	2 ( )	1 ( )	(4.31)
Traditional jazz	4 ( )	3 ( )	2 ( )	1 ( )	(4.32)
Latino music	4 ( )	3 ( )	2 ( )	1 ( )	(4.33)
Old radio comedies/dramas	4 ( )	3 ( )	2 ( )	1 ( )	(4.34)
Hourly newscasts	4 ( )	3 ( )	2 ( )	1 ( )	(4.35)
Women's interest shows	4 ( )	3 ( )	2 ( )	1 ( )	(4.36)
Sporting events	4 ( )	3 ( )	2 ( )	1 ( )	(4.37)

35. Check the one statement below that best describes the type of music programs you would like to hear on the AFN AM radio service.

1 ( ) Mostly hour-long programs devoted to a wide mix of all types of music (4.38)
2 ( ) Mostly hour-long programs devoted to particular types of music (hour of rock, hour of country, hour of soul, hour of Latino, etc.)
3 ( ) A combination of the two approaches above
4 ( ) Other option (PLEASE WRITE IN YOUR SUGGESTIONS:)

_____

_____

36. In addition to the five-minute hourly radio newscasts, AFN-Radio provides expanded news/sports broadcasts 4 times a day. In the list below, check the answer categories that indicate how frequently you listen to those expanded newscasts.

	FREQUENTLY	OCCASIONALLY	RARELY	NEVER	
7 AM	4 ( )	3 ( )	2 ( )	1 ( )	(4.39)
12 NOON	4 ( )	3 ( )	2 ( )	1 ( )	(4.40)
6 PM	4 ( )	3 ( )	2 ( )	1 ( )	(4.41)
10 PM	4 ( )	3 ( )	2 ( )	1 ( )	(4.42)

37. We want to ask your opinion about the balance of the types of content within AFN-Radio newscasts. That is, we want to know whether you consider the amount of time given to each section "just right" or not. If you would like to see more of some content included, also indicate at least one type of content you think should be reduced to maintain the over-all balance.

	WANT MUCH MORE	WANT MORE	JUST RIGHT	WANT LESS	WANT MUCH LESS	
US News	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.43)
International news	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.44)
Sports	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.45)
Economic (stock market, etc.)	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.46)

38. We're also interested in your opinion about the 7AM AFN Radio newscast. Please check the one statement below that best describes your opinion about the morning news.

1 ( ) I would prefer music in the morning instead of news (4.47)
2 ( ) I would prefer to hear the news at 5:30AM
3 ( ) I would prefer to hear the news at 6AM
4 ( ) I would prefer to hear the news at 6:30AM
5 ( ) The news should remain at 7AM
6 ( ) I would prefer to hear the news at 7:30AM
7 ( ) I would prefer to hear the news at 8AM

39. Many times, US sports events that are broadcast "live" by AFN-AM are heard in the European Command either late at night or after midnight. Which of the following statements best describes your opinion about such late-hour "live" sports broadcasts? (CHECK ONE ONLY)

1 ( ) It makes no difference to me when they broadcast (4.48)
2 ( ) I don't listen to radio late at night or after 12PM
3 ( ) I listen to AFN AM late at night or after 12PM
4 ( ) I prefer to hear games broadcast live, even though they come late at night or after 12PM
5 ( ) I like to hear gamesbroadcast, but would rather have them delayed till daytime or early evening
6 ( ) I'd like to have a choice of hearing the games broadcast live and also on delayed broadcast

AFN-RADIO LOCAL SERVICE: The next few questions deal with your opinions about the service provided by your local AFN-Radio affiliate in your particular community.

40. Currently, each AFN-Radio affiliate provides about 5-1/2 hours a day of local programming Monday through Friday and about 3 to 4 hours on Saturday. Do you feel this is enough time devoted to local programming?

1 ( ) No 2 ( ) Yes (4.49)

41. Check the comment below that best completes the statement: "Over-all, I think our local AFN-Radio station's D.J. music programs are . . ."

5 ( ) Outstanding (4.50)
4 ( ) Good
3 ( ) Adequate
2 ( ) Poor
1 ( ) Very poor

42. Below, you will find a list of community programming offered by your local AFN-Radio station. Rate your station's efforts in each area by checking what you consider to be the most appropriate category.

	VERY GOOD	GOOD	POOR	VERY POOR	NO OPINION	
Local military news	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.51)
Local community information	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.52)
Local community sports	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.53)
Local consumer news	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.54)
Local road and weather information	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.55)

FM PROGRAMMING: The next four questions deal with AFN FM programming.

43. Do you receive AFN FM service in your area?

1 ( ) No 2 ( ) Yes 3 ( ) Don't know (4.56)

IF YOU ANSWERED "NO" OR "DON'T KNOW" SKIP TO QUESTION 48.

44. How do you feel about having live (rather than pre-recorded) announcers/ D.J.'s on the FM radio service? (CHECK ONE)

1 ( ) I don't like to listen to D.J.'s on FM (4.57)
2 ( ) It's okay on a few programs
3 ( ) I would like to hear them on a lot of FM programs

45. What would your opinion be about a proposal to put news and sports broadcasts on FM?

1 ( ) I don't like the idea (4.58)
2 ( ) Prefer expanded newscasts (4 times daily)
3 ( ) Prefer five-minute newscast each hour
4 ( ) Prefer combination of five-minute newscasts hourly with four expanded newscasts

46. At the present, AFN FM stations play mostly easy-listening, middle-of-the-road music. From the following list of music categories, indicate whether you would like more, less or the same amount of music. (IF YOU INDICATE YOU WANT MORE OF SOME CATEGORIES, ALSO INDICATE WHERE YOU WOULD BE WILLING TO ACCEPT LESS OF OTHERS.)

	WANT MUCH MORE	WANT MORE	STAY SAME	WANT LESS	WANT MUCH LESS	
Easy-listening	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.59)
Top 40	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.60)
Album-oriented rock . . .	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.61)
Soul	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.62)
Disco	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.63)
Classical	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.64)
Country/Western	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.65)
Latino	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(4.66)

47. Which type of FM programs would you most prefer? (CHECK ONE)

1 ( ) Mostly hour-long programs devoted to a wide mix of all types of music (4.67)
2 ( ) Mostly hour-long programs devoted to particular types of music (hour of classical, hour of rock, hour of soul, hour of Latino, etc.)
3 ( ) A combination of the two approaches above
4 ( ) Other option (PLEASE WRITE IN YOUR SUGGESTIONS:)

_____

_____

_____

DEMOGRAPHIC INFORMATION: Now we'd like to ask some questions about you. The information will help us interpret the results of this study.

48. What was your age on your last birthday?

1 ( ) 20 or under
2 ( ) 21 - 25
3 ( ) 26 - 30
4 ( ) 31 - 35
5 ( ) 36 - 40
6 ( ) 41 - 45
7 ( ) 46 - 50
8 ( ) 51 - 55
9 ( ) 56 or older

(4.68)

49. What is your sex?

1 ( ) Male 2 ( ) Female (4.69)

50. Which of the following categories best describes you? (CHECK ONE)

1 ( ) US Army member (4.70)
2 ( ) US Air Force member
3 ( ) US Navy/Marine member
4 ( ) US civilian employee of a DOD agency
5 ( ) A dependent of a US Army member
6 ( ) A dependent of a US Air Force member
7 ( ) A dependent of a US Navy/Marine member
8 ( ) A dependent of a civilian employee

IF YOU ANSWERED "DEPENDENT OR CIVILIAN", SKIP TO QUESTION 52.

51. What is your current pay grade in the US Forces?

0 ( ) N/A, Not a service member
1 ( ) E1 - E2
2 ( ) E3 - E4
3 ( ) E5 - E6
4 ( ) E7 - E9
5 ( ) W1 - W4
6 ( ) O1 - O2
7 ( ) O3
8 ( ) O4 - O5
9 ( ) O6 or above

(4.71)

52. What is the highest level of education that you have completed?

1 ( ) Less than high school (4.72)
2 ( ) High school or GED completed
3 ( ) Some college
4 ( ) Bachelor's degree
5 ( ) Bachelor's degree plus

53. AFN is concerned about the opinions of the various ethnic groups in its audiences concerning its services. Please indicate which category best describes you:

1 ( ) Asian-American (4.73)
2 ( ) White (Caucasian)
3 ( ) Hispanic-American
4 ( ) Black (Negro)
5 ( ) American Indian
6 ( ) Other (PLEASE SPECIFY: _____)

54. What are your normal working hours, at present?

1 ( ) Does not apply (4.74)
2 ( ) Daytime
3 ( ) Nights
4 ( ) Late nights and/or after midnight
5 ( ) Rotating shifts
6 ( ) Irregular hours

55. Where do you presently live?

1 ( ) BEQ/Barracks (4.75)
2 ( ) BOQ
3 ( ) On-post government family housing
4 ( ) Off-post government family housing (leased or rental guarantee housing)
5 ( ) On the economy (rental or personally owned)

56. In which of the following United States Military Communities did you fill out this survey?

(4.76-77)

1. Frankfurt
2. Rhein Main
3. Fulda
4. Berlin
5. Bremerhaven
6. Garlstadt
7. Hessich-Oldendorf
8. Kaiserslautern
9. Baumholder
10. Bitburg
11. Augsburg
12. Munich
13. Bad Toelz
14. Nuernberg
15. Grafenwoehr
16. Ansbach
17. SHAPE Belgium
18. Camp New Amsterdam
19. AFCENT
20. Stuttgart
21. Heilbronn
22. Neu Ulm
23. Schweinfurt
24. Wuerzburg
25. Wertheim

NOTE: If you answered Bremerhaven, Garlstadt or Hessich-Oldendorf, there are additional questions about Spotlight on the next three pages.

THAT CONCLUDES THE SURVEY. Thank you very much for your cooperation!

Please insert this completed questionnaire in the envelope that is provided and put it in the mail to the:

Army Research Institute - Field Unit
c/o DCSPER, HQ USAREUR
APO New York 09403

An additional questionnaire and envelope have been provided for your dependents.

Thank you.

SUBSTITUTE QUESTIONS FOR THOSE LIVING IN THE BREMERHAVEN VIEWING AREA

GASTHAUS: The next four questions deal with the interview program Gasthaus. Currently Gasthaus is shown as a part of Spotlight.

7. During a typical week, how often do you watch Gasthaus?

1 ( ) Not at all (2.29)
2 ( ) One time
3 ( ) Two or three times
4 ( ) Four or five times

8. Which of the following statements best reflects your feelings about the times at which Gasthaus is broadcast?

1 ( ) It's unlikely that I would watch it at any time (2.30)
2 ( ) I like the times at which it is broadcast now
3 ( ) If it came at another time, I would be more likely to watch it.
4 ( ) Should not be incorporated within Spotlight

IF YOU CHECKED ANSWER "1" OR "2",
SKIP TO QUESTION 10.

9. If you had your way, would Gasthaus be broadcast in the future (CHECK ONE):

1 ( ) Daytime only (9AM-4PM) (2.31)
2 ( ) Late afternoon only (4PM-6PM)
3 ( ) Early evening only (7PM-8PM)
4 ( ) Twice daily - daytime and late afternoon
5 ( ) Twice daily - daytime and early evening
6 ( ) Weekends only, somewhere between 4:30PM and 8PM

10. What kinds of content would interest you most on Gasthaus or any other AFN-produced program? (MARK UP TO FIVE PREFERENCES)

1 ( ) Interviews (2.32)
1 ( ) Community events (2.33)
1 ( ) Unique community features (2.34)
1 ( ) Exploration of community problems (2.35)
1 ( ) Medical/dental news or advice (2.36)
1 ( ) Consumer and money management advice (2.37)
1 ( ) Community sports events (2.38)
1 ( ) Community talent competition (2.39)
1 ( ) Tourism opportunities (2.40)
1 ( ) Other topics (PLEASE WRITE IN YOUR SUGGESTIONS:) (2.41)

_____

_____

THE NEXT SEVEN QUESTIONS DEAL WITH THE SPOTLIGHT.

11. During a typical week, how often do you watch Spotlight AFN Evening TV News?

1 ( ) Not at all (2.42)
2 ( ) One time
3 ( ) Two or three times
4 ( ) Every time it is broadcast, or almost every time

12. Talking about Spotlight, which of the following statements best represents your view about the time that the program is presented? (CHECK ONE)

1 ( ) The time when it is presented makes no difference (2.43)
2 ( ) I like the time that it is presented now
3 ( ) If it could be aired earlier, I would be more likely to watch it
4 ( ) If it could be aired later, I would be more likely to watch it

IF YOU CHECKED ANSWER "1" OR "2",
SKIP TO QUESTION 14

13. If you had it your way, would Spotlight broadcast time be moved to (CHECK ONE):

1 ( ) Between 5PM and 5:30PM (2.44)
2 ( ) Between 5:30PM and 6PM
3 ( ) Between 6PM and 6:30PM
4 ( ) Between 7PM and 7:30PM

14. Which one of the following statements best expresses your over-all evaluation of the Spotlight news?

1 ( ) Not very important to me as a news source (2.45)
2 ( ) Occasionally important to me as a news source
3 ( ) Often important to me as a source of news
4 ( ) My most important source of news

15. Consider the content or subject matter of the Spotlight program for a moment. Check the box that tells how you feel about the content that is presented in each section:

	VERY GOOD	GOOD	Average	POOR	VERY POOR	
US News	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(2.46)
International News	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(2.47)
Military News	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(2.48)
Community News	5 ( )	4 ( )	3 ( )	2 ( )	1 ( )	(2.49)
						(2.50)

16. Now, we'd like to know how you feel about the balance between the sections of the Spotlight. Please indicate whether you think the balance is "just right" in your view, or not. If you think any section should be given more time, also indicate at least one section that you think should be given less time, to maintain the over-all balance.

	INCREASE TIME	TIME IS JUST RIGHT	REDUCE TIME	
US News	3 ( )	2 ( )	1 ( )	(2.51)
International News	3 ( )	2 ( )	1 ( )	(2.52)
Military News	3 ( )	2 ( )	1 ( )	(2.53)
Community News	3 ( )	2 ( )	1 ( )	(2.54)
				(2.55)

17. When you watch Spotlight, do you normally tune in to (CHECK ONE):

1 ( ) Just the 6:30PM news (2.56)
2 ( ) Just the 10PM news
3 ( ) Both the 6:30PM and the 10PM news
4 ( ) Either the 6:30PM or the 10PM news, but hardly ever both programs the same night

THAT CONCLUDES THE SURVEY. Thank you very much for your cooperation!

Please insert this completed questionnaire in the envelope that is provided and put it in the mail to the:

Army Research Institute - Field Unit
c/o DCSPER, HQ USAREUR
APO New York 09403

An additional questionnaire and envelope have been provided for your dependents.

Thank you.

APPENDIX B

Distribution Instructions

Directions to Station Managers Concerning AFN Survey Project

1. Selection of Units, i.e., companies, batteries:

a. For each size community, put the names of all companies in that community in a box. Then randomly draw five (5) companies for each of the three communities.

b. Then contact the Commander or 1SG of each company and find out if they are willing and able to assist you in the survey project (i.e., they may be in the field during the survey time frame, etc.). If one or more of the five are not available/willing to cooperate, draw additional units from that community until a total of five (5) is reached. Please retain a list of these units for ARI.

2. Selection of Subjects:

a. Go to each company and get a roster of current personnel assigned to the company. Ask the First Sergeant to indicate those service members who have been in country less than six months and eliminate them from the list.

b. From those remaining, randomly select 20 subjects per company, broken out over the various ranks as indicated below. (Note: randomly means that if you need four (4) E-1s to E-2s and there are forty (40) of them, take the first four whose social security numbers end in a certain number, for example, "6". If sufficient subjects have not been selected choose another number and select the remainder with it. Do not simply choose those SM whom your POC feels would do the best job, though you may wish to inquire as to their ability to read.

4	E-1 to E-2s
4	E-3 to E-4s
4	E-5 to E-6s
3	E-7 to E-9s
2	W-1 to W-4s*
2	O-1 to O-2s
1	O3

* Not all units will have these. You may have to go to HQ units or aviation units to get these.

c. Further, eight (8) additional O-3s and ten (10) O-4s to O-6s should be obtained in each community. If five (5) companies come from five (5) separate battalions, go to the first four (4) battalion headquarters and randomly select two (2) O-3s and two (2) O-4s to O-6s from each. If there are not four battalions to choose from (as in small communities) alter the scheme to spread out the selection over the number of Bns available. If there is a major HQ in your area selecting officers from the HQ is satisfactory also. Again, however, it should be done as randomly as possible and not all from one building, etc.

d. Also thirteen (13) civilians should be obtained from DACs in each community. Random selection of these could be done with the help of local CPOs.

e. When the lists of randomly selected personnel have been constructed, give the lists and the appropriate number of surveys to the point of contact for distribution. Each person should get two (2) surveys and two (2) self-addressed envelopes. The POC for companies is the 1SG, for battalions, the Battalion Commander's secretary or other appropriate person. Make sure each POC understands that it is important that the people on the list you give them are the ones who should get the two surveys with envelopes, not the first 20 people they come across. If the surveys are not distributed to the people you chose, all the work done up to this point in selecting subjects is wasted.

3. Remarks: I realize that the process outlined here is neither simple nor quick. I have gone through similar processes to collect data myself. However, to provide adequate opportunity for the sample to come from the entire spectrum of ranks and to be a reasonable cross section of your station's audience it is important that it be done this way.

4. Should you wish further assistance please call either myself or Sarah Lucken-Newton at Mannheim Military (2131-)7604/6154.

BRUCE STERLING, Ph.D.
Research Psychologist
ARI Field Unit-USAREUR

Roster of Selected Subjects - AFN Data Collection

To be presented to a Point of Contact.

(2 questionnaires and 2 envelopes are to be given to each person on this roster.)

Name of Radio Station _____

Name of Community _____

Name of Unit _____
(i.e., Company, Squadron, Branch)

Catagory		Name of Subject
E-1 to E-2	1.	
	2.	
	3.	
	4.	
E-3 to E-4	1.	
	2.	
	3.	
	4.	
E-5 to E-6	1.	
	2.	
	3.	
	4.	
E-7 to E-9	1.	
	2.	
	3.	

Catagory	Name of Subject
W-1 to W-4 NOTE: may not be four in units	1. _____
	2. _____
	3. _____
	4. _____
0-1 to 0-2	1. _____
	2. _____
0-3	1. _____

NOTE: 8 additional 0-3s and 10 0-4s thru 0-6s and 13 DA Civilians should be obtained in each Community.

APPENDIX C

Various Tables

Table C1

Does AFN-TV Serve Area

		Don't Know	No	Yes
Military/ Civilian	N =	19	333	1782
	% =	.9	15.6	83.5
Dependents	N =	2	101	480
	% =	.3	17.3	82.3

Table C2

Description of TV Set Watched

		No Access	Bk&Wht	Color	Both	Don't Watch
Military/ Civilian	N =	48	367	624	690	41
	% =	2.7	20.7	35.3	39.0	2.3
Dependents	N =	12	105	201	153	5
	% =	2.5	22.1	42.2	32.1	1.1

Table C2a

Living Location by Access to TV

		No Access	Black& White	Color	Both	Don't Watch
BEQ	N =	18	115	159	264	23
	% =	3.2	19.8	27.5	45.7	3.9
BOQ	N =	4	13	31	20	0
	% =	6.3	19.5	44.7	29.5	0
Post Housing	N =	10	105	272	252	5
	% =	1.6	16.3	42.2	39.1	0.8
Off Post Govt Housing	N =	0	40	57	56	0
	% =	0	25.8	36.9	36.7	0
Economy Housing	N =	13	104	116	98	12
	% =	3.9	30.2	33.9	28.6	3.4

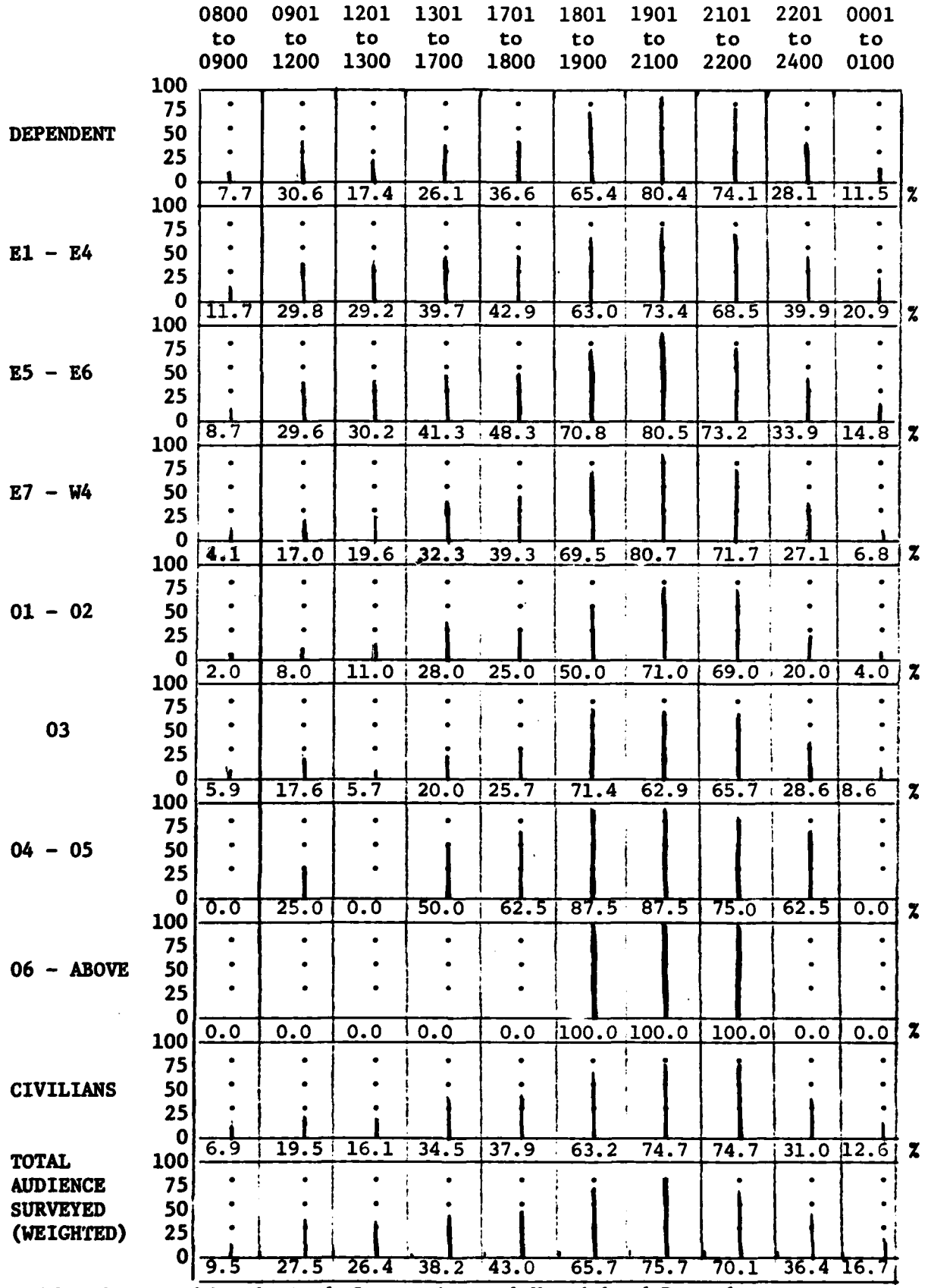

Table C3 - Watching by Rank Categories and Unweighted Dependents
DAY OF WEEK: Sunday

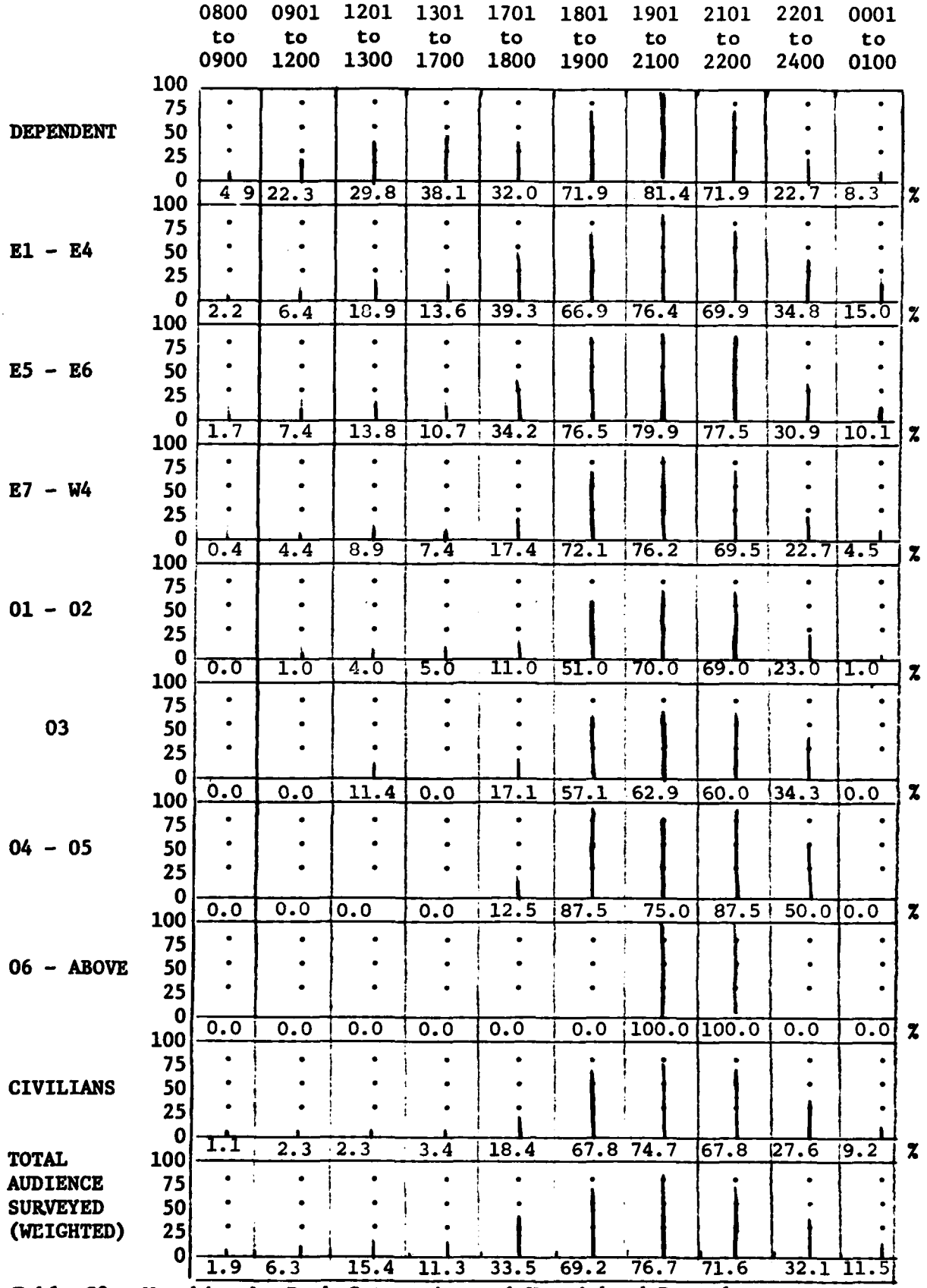

Table C3 - Watching by Rank Categories and Unweighted Dependents
DAY OF WEEK: Monday

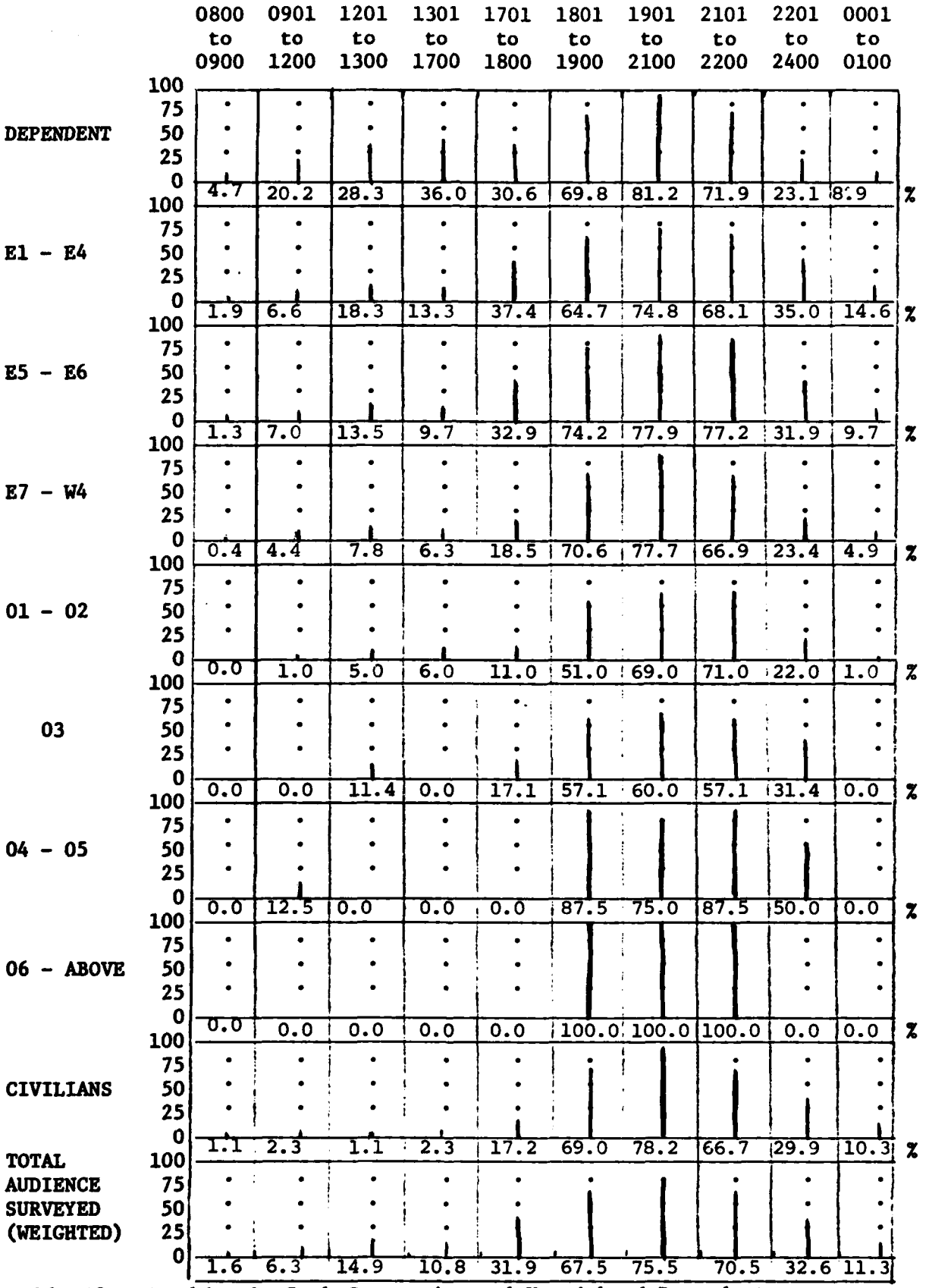

Table C3 - Watching by Rank Categories and Unweighted Dependents
DAY OF WEEK: Tuesday

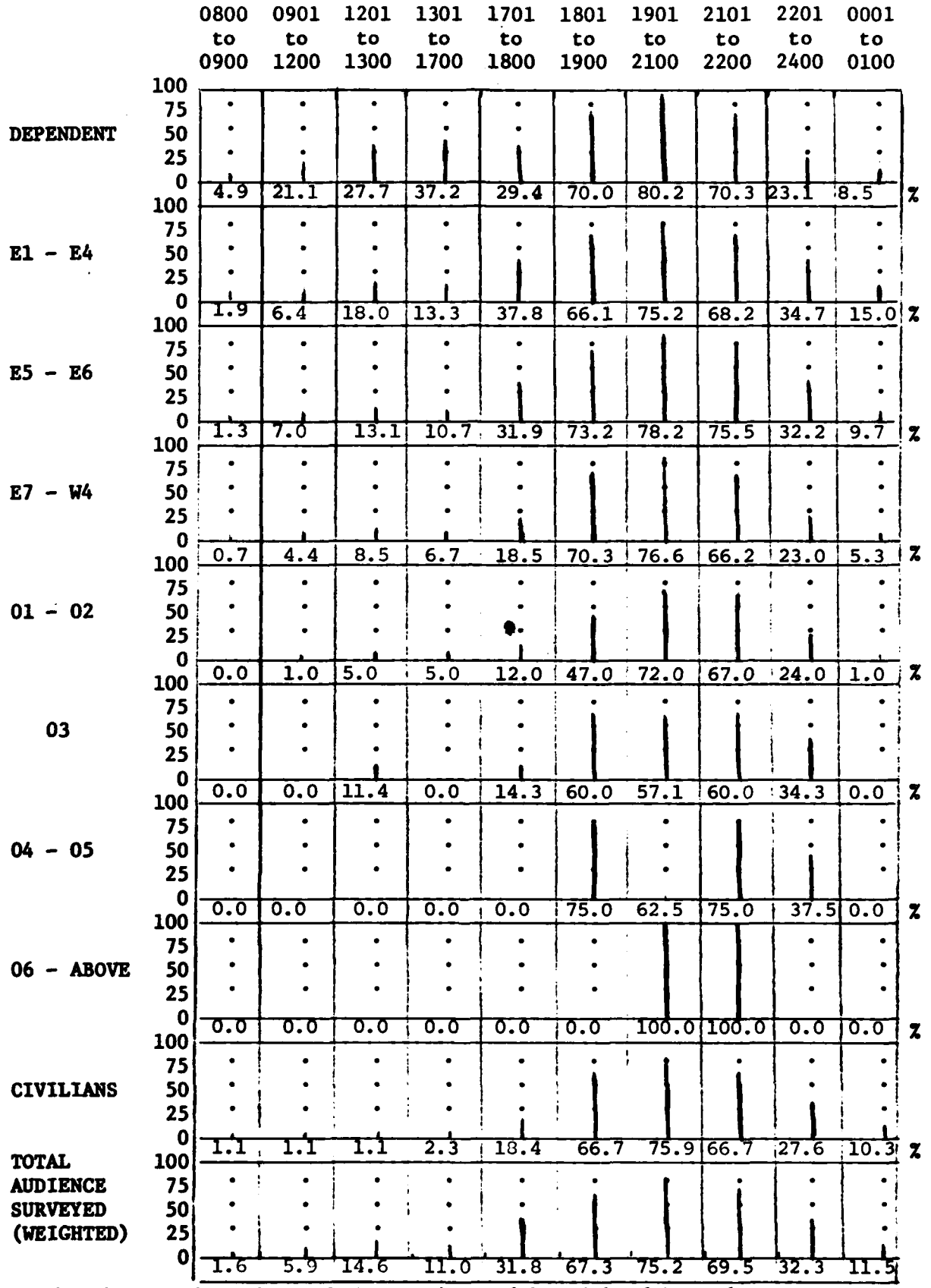

Table C3 - Watching by Rank Categories and Unweighted Dependents
DAY OF WEEK: Wednesday

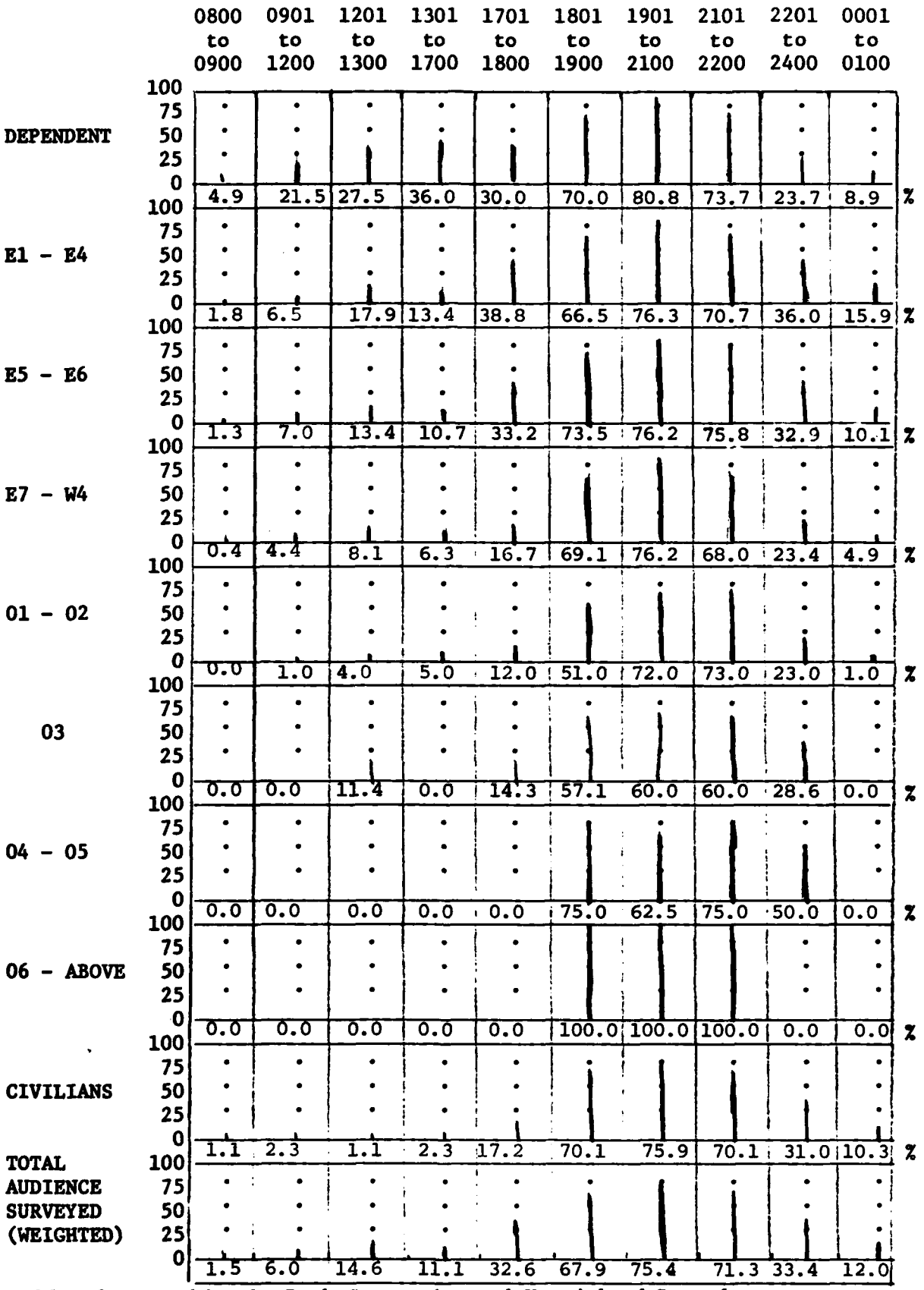

Table C3 - Watching by Rank Categories and Unweighted Dependents
DAY OF WEEK: Thursday

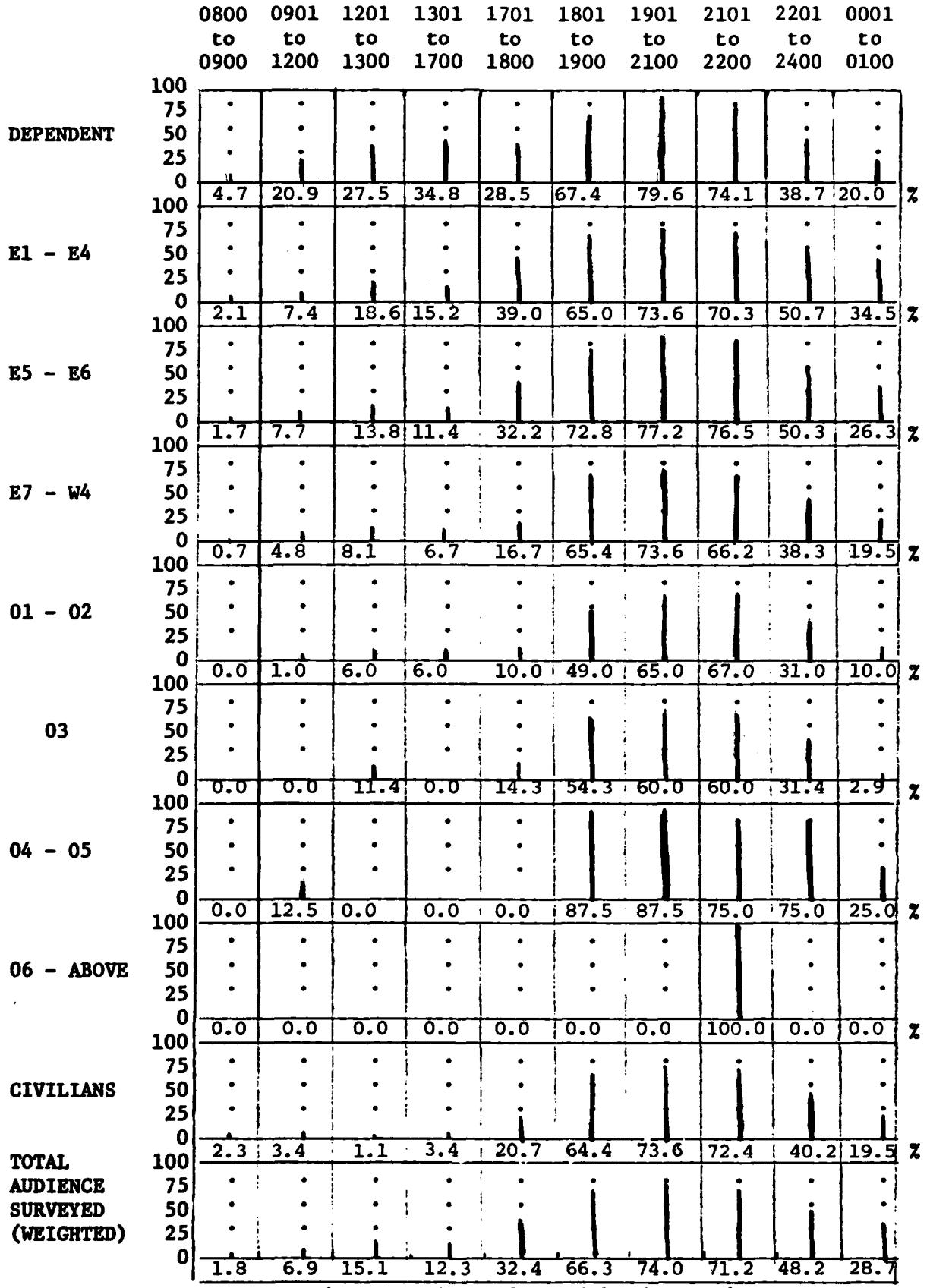

Table C3 - Watching by Rank Categories and Unweighted Dependents
DAY OF WEEK: Friday

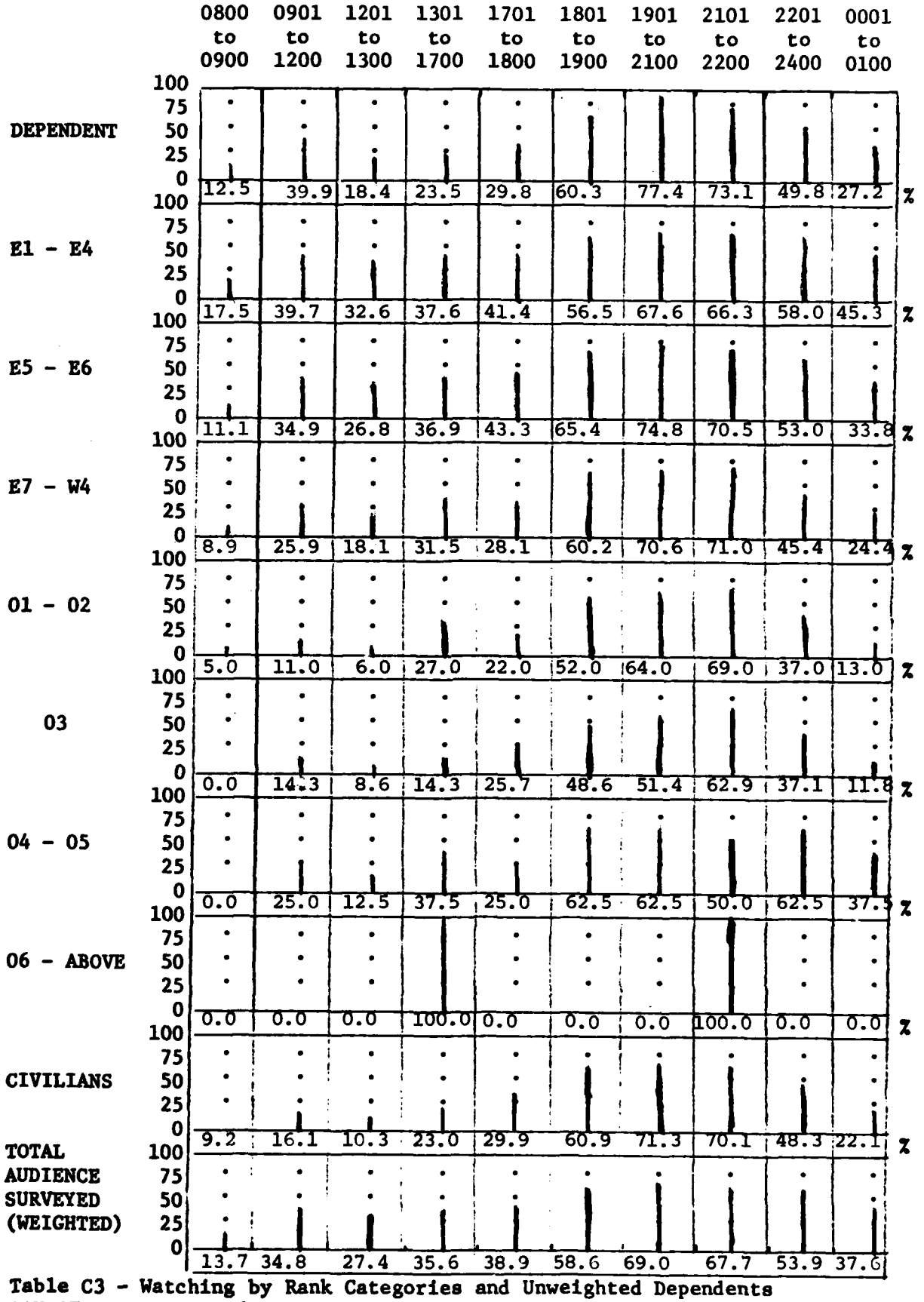

Table C3 - Watching by Rank Categories and Unweighted Dependents
DAY OF WEEK: Saturday

Table C4

Types and Frequency of Programs Watched

		Never	Rarely	Occasionally	Frequently
Information/ Documentary					
Military/ Civilian	N =	75	191	473	968
	% =	4.4	11.2	27.7	56.7
Dependents	N =	11	46	144	262
	% =	2.4	9.9	31.1	56.6
News - Interview Shows					
Military/ Civilian	N =	408	589	389	296
	% =	24.2	35.0	23.1	17.6
Dependents	N =	124	170	97	65
	% =	27.2	37.3	21.3	14.3
Situation Comedies					
Military/ Civilian	N =	49	114	409	1134
	% =	2.9	6.7	24.0	66.5
Dependents	N =	7	25	113	318
	% =	1.5	5.4	24.4	68.7
Variety Shows					
Military/ Civilian	N =	144	425	707	396
	% =	8.6	25.4	42.3	23.7
Dependents	N =	30	75	223	124
	% =	6.6	16.6	49.3	27.4
Game Shows					
Military/ Civilian	N =	762	565	253	89
	% =	45.6	33.8	15.2	5.4
Dependents	N =	144	152	96	62
	% =	31.7	33.5	21.1	13.7

Table C4 (Continued)

		Never	Rarely	Occasionally	Frequently
Detective/Adventure/ Mystery/Suspense/Drama					
Military/ Civilian	N =	61	149	554	934
	% =	3.6	8.8	32.6	55.0
Dependents	N =	17	32	152	258
	% =	3.7	7.0	33.1	56.2
Westerns					
Military/ Civilian	N =	135	336	509	705
	% =	8.0	19.9	30.2	41.8
Dependents	N =	54	111	167	123
	% =	11.9	24.4	36.7	27.0
Feature-length Movies					
Military/ Civilian	N =	61	207	591	834
	% =	3.6	12.2	34.9	49.3
Dependents	N =	10	69	194	188
	% =	2.2	15.0	42.1	40.8
Sports					
Military/ Civilian	N =	219	341	437	685
	% =	13.0	20.3	26.0	40.7
Dependents	N =	107	150	120	75
	% =	23.7	33.2	26.5	16.6
Home-making					
Military/ Civilian	N =	1179	390	80	18
	% =	70.7	23.4	4.8	1.1
Dependents	N =	199	164	68	26
	% =	43.5	35.9	14.9	5.7

Table C4 (Continued)

		Never	Rarely	Occasionally	Frequently
Ethnic-Group					
Military/ Civilian	N =	861	490	229	85
	% =	51.7	29.4	13.8	5.1
Dependents	N =	249	150	44	14
	% =	44.5	32.8	9.6	3.1
Science-fiction					
Military/ Civilian	N =	227	284	451	733
	% =	13.4	16.7	26.6	43.2
Dependents	N =	96	91	115	157
	% =	20.9	19.8	25.1	34.2
Life Drama					
Military/ Civilian	N =	801	419	250	204
	% =	47.8	25.0	14.9	12.2
Dependents	N =	106	66	104	184
	% =	23.0	14.3	22.6	40.0
Live Satellite Events					
Military/ Civilian	N =	185	272	348	886
	% =	11.0	16.1	20.6	52.4
Dependents	N =	60	93	148	156
	% =	13.1	20.4	32.4	34.1
Cartoons					
Military/ Civilian	N =	306	387	442	560
	% =	18.1	22.9	26.1	33.0
Dependents	N =	102	80	102	175
	% =	22.2	17.4	22.2	38.1

Table C4a

General Television Programing Preferences
by Educational Level

Information/Documentary
(Military/Civilian)

		Never	Rarely	Occasionally	Frequently
Less than	N =	3	4	16	8
High School	% =	10.5	12.9	52.1	24.5
High School	N =	30	76	180	218
or GED	% =	5.9	15.1	35.8	43.2
Some	N =	28	77	173	475
College	% =	3.7	10.2	23.0	63.1
Bachelor	N =	2	13	28	118
Degree	% =	1.3	8.0	17.2	73.5
Bachelor	N =	12	19	70	135
Plus	% =	5.0	8.1	29.7	57.1

Table C4a (Continued)

Situation Comedies
(Military/Civilian)

		Never	Rarely	Occasionally	Frequently
Less than	N =	2	1	3	23
High School	% =	5.7	4.4	11.3	78.6
High School	N =	12	21	107	367
or GED	% =	2.4	4.2	21.2	72.2
Some	N =	19	40	181	510
College	% =	2.6	5.3	24.1	68.0
Bachelor	N =	6	14	42	98
Degree	% =	4.0	9.0	26.0	61.1
Bachelor	N =	9	35	74	118
Plus	% =	3.8	14.8	31.4	50.0

Table C4a (Continued)

Situation Comedies
(Dependents)

		Never	Rarely	Occasionally	Frequently
Less than High School	N =	0	0	6	34
	% =	0	0	15.0	85.0
High School or GED	N =	1	7	35	112
	% =	0.6	4.5	22.6	72.3
Some College	N =	2	7	38	108
	% =	1.3	4.5	24.5	69.7
Bachelor Degree	N =	1	5	15	37
	% =	1.7	8.6	25.9	63.8
Bachelor Plus	N =	3	6	16	17
	% =	7.1	14.3	38.1	40.5

Table C4b

General Television Programing
Preferences by Ethnic Background

Ethnic-Group Topics
(Military/Civilian)

		Never	Rarely	Occasionally	Frequently
Asian-	N =	12	11	4	0
American	% =	43.7	40.0	16.3	0
White	N =	728	349	90	16
	% =	61.5	29.5	7.6	1.4
Hispanic	N =	21	24	9	17
American	% =	30.2	33.7	12.1	24.0
Black	N =	44	68	105	43
	% =	16.8	26.1	40.4	16.7
American	N =	18	11	1	1
Indian	% =	57.4	35.6	3.5	3.5
Other	N =	26	18	9	6
	% =	44.0	30.7	14.8	10.5

Table C5

Preferred Nights for Movies Twice a Week

		S	M	T	W	Th	F	Sa
Military/ Civilian	N =	723	296	178	632	283	613	541
	% =	44.3	18.1	10.9	38.7	17.3	37.6	33.2
Dependent	N =	247	72	34	200	60	151	132
	% =	55.3	16.1	7.6	44.7	13.4	33.8	29.5

Table C6

Quality of AFN-TV Early-Evening Movies

		Very Poor	Poor	Don't Know	Good	Very Good
Military/	N =	202	535	173	696	96
Civilian	% =	11.9	31.4	10.2	40.9	5.7
Dependent	N =	41	143	44	213	16
	% =	9.0	31.3	9.6	46.6	3.5

Table C7

How Often Gasthaus Viewed

		Not at All	One Time	Two or Three Times	Four or Five Times
Military/ Civilian	N =	682	389	490	135
	% =	40.2	22.9	28.9	8.0
Dependent	N =	146	113	148	51
	% =	31.9	24.7	32.3	11.1

Table C7a

Gasthaus Viewing Per Week by Rank

		Not at All	One Time	Two or Three Times	Four or Five Times
Dependent	N =	168	122	164	51
	% =	33.3	24.2	32.5	10.1
E1-E4	N =	389	184	231	63
	% =	44.9	21.2	26.6	7.3
E5-E6	N =	101	74	97	34
	% =	33.0	24.2	31.7	11.1
E7-W4	N =	101	68	79	26
	% =	36.9	24.8	28.8	9.5
O1-O2	N =	38	29	35	4
	% =	35.8	27.4	33.0	3.8
O3	N =	12	12	9	0
	% =	36.4	36.4	27.3	0.0
Civilian	N =	28	22	30	6
	% =	32.6	25.6	34.9	7.0

Table C8

Feelings About Gasthaus Times

		Unlikely to Watch	Like the Time	Another Time
Military/	N =	840	484	162
Civilian	% =	56.4	32.6	10.9
Dependent	N =	69	56	16
	% =	48.9	39.6	11.4

Table C8a

Likelihood to Watch Gasthaus at Different Time
by Rank

		Unlikely to Watch	Like the Time	Another Time
Dependent	N =	100	81	26
	% =	48.3	39.1	12.6
E1-E4	N =	264	70	24
	% =	73.7	19.6	6.7
E5-E6	N =	154	86	40
	% =	54.8	30.6	14.2
E7-W4	N =	119	74	23
	% =	55.1	34.3	10.6
01-02	N =	42	30	6
	% =	53.8	38.5	7.7
03	N =	55	39	11
	% =	52.4	37.1	10.5
Civilian	N =	109	84	25
	% =	49.8	38.4	11.4

Table C9

Gasthaus Time Preferred

		9am-4pm	4pm-6pm	7pm-8pm	Day & Late Afternoon	Day & Early Evening	Weekend Only
Military/ Civilian	N =	64	58	44	3	5	33
	% =	30.6	28.1	21.0	1.6	2.5	16.1
Dependents	N =	14	15	10	5	6	14
	% =	21.9	23.4	15.6	7.8	9.4	21.9

Table C10

Gasthaus Content Preferred

	Military/Civilian		Dependents	
	N	% Yes	N	% Yes
Interviews	375	25.8	124	30.6
Community events	547	37.7	210	51.9
Unique Community Features	488	33.6	200	49.4
Explorations of Community Problems	459	31.6	139	34.3
Medical/dental News-Advice	375	25.9	162	40.0
Consumer Money Mgt Advice	537	37.0	156	38.5
Community Sports Events	443	30.5	66	16.3
Community Talent	242	16.6	63	15.6
Tourism Opportunities	931	64.1	312	77.0

Table C11

Frequency Watch 6pm TV News

		Not at All	One Time	Two or Three Times	Everytime
Military/ Civilian	N =	53	102	425	858
	% =	3.7	7.1	29.6	59.6
Dependent	N =	13	32	117	227
	% =	3.3	8.2	30.1	58.4

Table C11a

6pm TV News Viewing by
Rank Military Sample

		Not at All	One Time	Two or Three Times	Everytime
E1-E4	N =	27	55	243	405
	% =	3.7	7.5	33.3	55.5
E5-E6	N =	4	17	61	187
	% =	1.5	6.3	22.7	69.5
E7-W4	N =	9	20	63	143
	% =	3.8	8.5	26.8	60.9
O1-O2	N =	10	8	27	42
	% =	11.5	9.2	31.0	48.3
O3	N =	4	4	9	12
	% =	13.8	13.8	31.0	41.4

Table C12

6pm TV News Time Preferred

		No Difference	Like Present Time	Earlier	Later
Military/ Civilian	N =	198	988	67	181
	% =	13.8	68.9	4.6	12.6
Dependent	N =	56	268	18	45
	% =	14.5	69.3	4.7	11.6

Table C12a

6pm TV News Time Preferred
by Rank: Military Sample

		Makes No Difference	Like Present Time	Prefer Earlier	Prefer Later
E1-E4	N =	131	499	31	62
	% =	18.1	69.0	4.3	8.6
E5-E6	N =	24	191	15	38
	% =	9.0	71.3	5.6	14.2
E7-W4	N =	17	170	7	40
	% =	7.3	72.6	3.0	17.1
O1-O2	N =	4	56	1	27
	% =	4.5	63.6	1.1	30.7
O3	N =	3	18	1	9
	% =	9.7	58.1	3.2	29.0

Table C13

Change 6pm TV News Time

		5pm-6pm	5:30pm and 6:30pm	6:30pm and 7:30pm	7pm and 8pm
Military/ Civilian	N =	48	18	108	77
	% =	19.0	7.1	43.0	30.9
Dependent	N =	14	6	23	21
	% =	21.9	9.4	35.9	32.8

Table C13a

Prefer Evening TV News Time
Changed by Rank: Military Sample

		5pm-6pm	5:30-6:30	6:30-7:30	7pm-8pm
E1-E4	N =	23	10	32	32
	% =	23.7	10.3	33.0	33.0
E5-E6	N =	10	3	24	16
	% =	18.9	5.7	45.3	30.2
E7-W4	N =	5	1	26	16
	% =	10.4	2.1	54.2	33.3
O1-O2	N =	1	1	18	8
	% =	3.6	3.6	64.3	28.6
O3	N =	0	1	4	5
	% =	0	10.0	40.0	50.0

Table C14

Importance of 6pm News

		Not Important	Occasionally	Often Important	Most Important
Military/ Civilian	N =	77	291	604	438
	% =	5.5	20.7	42.8	31.0
Dependent	N =	11	86	168	114
	% =	2.9	22.7	44.3	30.1

Table C14a

Importance of 6pm AFN TV News by
Rank: Military Sample

		Not Very Important	Occasionally Important	Often Important	Most Important
E1-E4	N =	43	174	287	212
	% =	6.0	24.3	40.1	29.6
E5-E6	N =	10	36	122	97
	% =	3.8	13.6	46.0	36.6
E-7-W4	N =	11	35	114	69
	% =	4.8	15.3	49.8	30.1
O1-O2	N =	8	18	45	14
	% =	9.4	21.2	52.9	16.5
O3	N =	2	9	14	6
	% =	6.5	29.0	45.2	19.4

Table C15

6pm TV News: Opinions of Content Quality

US News

		Very Poor	Poor	Average Poor	Good	Very Good
Military/ Civilian	N =	25	92	406	588	317
	% =	1.7	6.4	28.4	41.2	22.2
Dependent	N =	3	24	106	184	62
	% =	0.8	6.3	28.0	48.5	16.4

International News

		Very Poor	Poor	Average Poor	Good	Very Good
Military/ Civilian	N =	28	90	464	533	314
	% =	1.9	6.3	32.5	37.3	22.0
Dependent	N =	4	22	122	172	61
	% =	1.0	5.8	32.0	45.1	16.0

Sports

		Very Poor	Poor	Average Poor	Good	Very Good
Military/ Civilian	N =	48	136	491	474	253
	% =	3.4	9.7	35.0	33.8	18.1
Dependent	N =	10	27	139	148	39
	% =	2.8	7.4	38.3	40.8	10.7

Table C15 (Continued)

Weather

		Very Poor	Poor	Average Poor	Good	Very Good
Military/ Civilian	N =	133	277	486	354	174
	% =	9.3	19.4	34.1	24.9	12.2
Dependent	N =	36	64	131	108	42
	% =	9.4	16.8	34.4	28.3	11.0

Journal Features

		Very Poor	Poor	Average Poor	Good	Very Good
Military/ Civilian	N =	55	122	419	417	408
	% =	3.9	8.6	29.5	29.4	28.7
Dependent	N =	4	18	98	140	118
	% =	1.1	4.8	25.9	37.0	31.2

Table C16

6pm TV News:
Balance Between Sections

US News

		Reduce Time	Just Right	Increase Time
Military/ Civilian	N =	18	559	836
	% =	1.3	39.6	59.2
Dependent	N =	6	159	216
	% =	1.6	41.7	56.7

International News

		Reduce Time	Just Right	Increase Time
Military/ Civilian	N =	75	759	572
	% =	5.3	54.0	40.7
Dependent	N =	10	245	125
	% =	2.6	64.5	32.9

Sports

		Reduce Time	Just Right	Increase Time
Military/ Civilian	N =	427	703	285
	% =	30.2	49.7	20.1
Dependent	N =	161	189	24
	% =	43.0	50.5	6.9

Table C16 (Continued)

Weather

		Reduce Time	Just Right	Increase Time
Military/ Civilian	N =	303	927	167
	% =	21.7	66.4	11.9
Dependent	N =	44	282	47
	% =	11.8	75.6	12.6

Journal Features

		Reduce Time	Just Right	Increase Time
Military/ Civilian	N =	490	674	229
	% =	35.2	48.4	16.5
Dependent	N =	93	219	62
	% =	24.9	58.6	16.6

Table C17

Which AFN-TV News is Watched

		6pm	10pm	Both	Neither
Military/ Civilian	N =	359	71	555	438
	% =	25.2	5.0	39.0	30.8
Dependent	N =	106	28	135	116
	% =	27.5	7.3	35.1	30.1

Table C17a

Which AFN-TV News is Watched
by Rank: Military Sample

		6pm	10pm	Both	Neither
E1-E4	N =	181	36	280	227
	% =	25	5.0	38.7	31.4
E5-E6	N =	60	8	121	77
	% =	22.6	3.0	45.5	28.9
E7-W4	N =	84	16	71	63
	% =	35.9	6.8	30.3	26.9
O1-O2	N =	18	11	27	28
	% =	21.4	13.1	32.1	33.3
O3	N =	10	5	8	8
	% =	32.3	16.1	25.8	25.8

Table C18

10pm TV News: Frequency of Watching

		Not at All	One Time	Two or Three Times	Everytime
Military/ Civilian	N =	187	198	546	360
	% =	14.5	15.4	42.3	27.9
Dependent	N =	57	53	147	115
	% =	15.3	14.2	39.5	30.9

Table C18a

10pm TV News Frequency of Watching
by Rank: Military Sample

		Not at All	One Time	Two or Three Times	Everytime
E1-E4	N =	90	106	309	173
	% =	13.3	15.6	45.6	25.5
E5-E6	N =	34	30	83	68
	% =	15.8	14.0	38.6	31.6
E7-W4	N =	46	41	73	62
	% =	20.7	18.5	32.9	27.9
O1-O2	N =	10	22	41	22
	% =	10.5	23.2	43.2	23.2
O3	N =	3	5	12	6
	% =	11.5	19.2	46.2	23.1

Table C19

10pm TV News Preference Time Change

	Military/Civilian		Dependent	
	N	%	N	%
No Difference	473	36.7	143	39.1
30 min. at 10pm	376	29.2	97	26.5
15 min. at 10pm	214	16.6	65	17.8
30 min. at 10:30pm	69	5.3	12	3.3
15 min. at 10:30pm	27	2.1	12	3.3
30 min. at 11pm	58	4.5	17	4.6
15 min. at 11pm	72	5.6	20	5.5

Table C19a

10pm TV News Preference Time Change
by Rank: Military Sample

		E1-E4	E5-E6	E7-W4	O1-O2	O3
No Difference	N =	266	77	84	24	7
	% =	38.9	36.5	38.5	25.3	26.9
30 min at 10pm	N =	163	66	83	43	9
	% =	23.9	31.3	38.1	45.3	34.6
15 min at 10pm	N =	102	44	26	17	7
	% =	14.9	20.9	11.9	17.9	26.9
30 min at 10:30	N =	48	7	8	4	1
	% =	7.0	3.3	3.7	4.2	3.8
15 min at 10:30	N =	16	3	4	2	0
	% =	2.3	1.4	1.8	2.1	0.0
30 min at 11pm	N =	38	8	4	0	0
	% =	5.6	3.8	1.8	0.0	0.0
15 min at 11:30	N =	50	6	9	5	2
	% =	7.3	2.8	4.1	5.3	7.7

Table C20

"Have you watched 'Profile'?"

		No	Yes
Military/ Civilian	N =	548	1065
	% =	34.0	66.0
Dependent	N =	182	265
	% =	40.7	59.3

Table C20a

"Have you watched 'Profile'"
by Rank: Military Sample

		No	Yes
E1-E4	N =	344	490
	% =	41.2	58.8
E5-E6	N =	68	211
	% =	24.4	75.6
E7-W4	N =	70	202
	% =	25.7	74.3
01-02	N =	28	78
	% =	26.4	73.6
03	N =	7	26
	% =	21.2	78.8

Table C21

Feelings About "Profile"

	Military/Civilian		Dependent	
	N	%	N	%
Highly Uninteresting	115	10.8	36	13.3
Uninteresting	176	16.5	47	17.3
More or Less Interesting	433	40.7	100	36.9
Interesting	261	24.5	80	29.5
Highly Interesting	81	7.6	8	3.0

Table C21a

Feelings About "Profile"
by Rank: Military Sample

		Highly Un-Interesting	Uninteresting	More or Less	Interesting	Highly Interesting
E1-E4	N =	60	89	195	119	31
	% =	12.1	18.0	39.5	24.1	6.3
E5-E6	N =	21	32	87	46	23
	% =	10.0	15.3	41.6	22.0	11.0
E7-W4	N =	15	29	79	59	20
	% =	7.4	14.4	39.1	29.2	9.9
01-02	N =	9	15	24	27	2
	% =	11.7	19.5	31.2	35.1	2.6
03	N =	4	1	12	8	1
	% =	15.4	3.8	46.2	30.8	3.8

Table C22

Frequency of Watching
"EUCOM Report" Last Month

	Military/Civilian		Dependent	
	N	%	N	%
Not at All	519	32.4	192	43.1
One Time	406	25.4	108	24.3
Two or Three Times	563	35.1	126	28.3
Every Week	114	7.1	19	4.3

Table C22a

Frequency of Watching "EUCOM Report" Last Month
by Rank: Military Sample

		Not at All	One Time	Two or Three Times	Every Week
E1-E4	N =	288	198	287	50
	% =	35.0	24.1	34.9	6.1
E5-E6	N =	84	72	91	34
	% =	29.9	25.6	32.4	12.1
E7-W4	N =	73	72	116	11
	% =	26.8	26.5	42.6	4.0
01-02	N =	39	34	30	3
	% =	36.8	32.1	28.3	2.8
03	N =	8	11	12	1
	% =	25.0	34.4	37.5	3.1

Table C23

Feelings About Content of "EUCOM Report"

	Military/Civilian		Dependent	
	N	%	N	%
Waste of Time	259	24.0	79	31.0
Interesting Not Informative	97	9.0	17	6.7
Informative Not Interesting	263	24.4	53	20.8
Interesting And Informative	459	42.6	106	41.6

Table C23a

Feelings About Content of "EUCOM Report"
by Rank: Military Sample

		Waste of Time	Interest Not Information	Information Not Interest	Information And Interest
E1-E4	N =	125	44	135	227
	% =	23.5	8.3	25.4	42.7
E5-E6	N =	43	20	49	85
	% =	21.8	10.2	24.9	43.1
E7-W4	N =	41	23	40	91
	% =	21.0	11.8	20.5	46.7
01-02	N =	18	8	17	24
	% =	26.9	11.9	25.4	35.8
03	N =	7	0	7	11
	% =	28.0	0.0	28.0	44.0

Table C24

Frequency of Watching "American Forces Perceptive"

		Never Watch	Rarely	Once a Month	Twice a Month
Military/ Civilian	N =	532	708	227	138
	% =	33.2	44.1	14.1	8.6
Dependent	N =	190	177	48	29
	% =	42.8	39.9	10.8	6.5

Table C24a

Frequency of Watching "American Forces Perspective"
by Rank: Military Sample

		Never Watch	Rarely	Once a Month	Twice a Month
E1-E4	N =	282	359	120	66
	% =	34.1	43.4	14.5	8.0
E5-E6	N =	89	118	42	32
	% =	31.7	42.0	14.9	11.4
E7-W4	N =	78	129	42	21
	% =	28.9	47.8	15.6	7.8
O1-O2	N =	40	53	6	7
	% =	37.7	50.0	5.7	6.6
O3	N =	15	14	3	0
	% =	46.9	43.8	9.4	0.0

Table C24b

Frequency of Watching "American Forces Perspective"
by Branch of Service

		Never	Rarely	Once a Month	Twice a Month
Army	N =	435	574	189	110
	% =	33.2	43.9	14.5	8.4
Air Force	N =	77	113	36	24
	% =	30.9	45.1	14.5	9.5

Table C25

Opinions of "American Forces Perspective"

	Military/Civilian		Dependents	
	N	%	N	%
Highly Uninteresting	76	7.0	23	9.0
Uninteresting	173	16.1	41	16.0
More or Less	500	46.4	120	46.9
Interesting	264	24.5	64	25.0
Highly Interesting	64	5.9	8	3.1

Table C25a

Opinions of "American Forces Perspective"
by Rank: Military Sample

		Highly Uninteresting	Uninteresting	More or Less	Interesting	Highly Interesting
E1-E4	N =	42	82	253	143	31
	% =	7.6	14.9	45.9	26.0	5.6
E5-E6	N =	12	27	91	48	12
	% =	6.3	14.2	47.9	25.3	6.3
E7-W4	N =	12	29	85	52	12
	% =	6.3	15.3	44.7	27.4	6.3
01-02	N =	7	9	36	11	2
	% =	10.8	13.8	55.4	16.9	3.1
03	N =	1	5	8	3	1
	% =	5.6	27.8	44.4	16.7	5.6

Table C25b

Opinion of American Forces Perspective by Branch of Service

		Highly Uninteresting	Uninteresting	More or Less	Interesting	Highly Interesting
Army	N =	62	129	397	232	56
	% =	7.1	14.7	45.3	26.5	6.4
Air Force	N =	10	43	87	30	7
	% =	5.7	24.3	49.3	16.8	3.9

Table C26

Frequency of Watching Tape-Delayed Sports

		Never	Rarely	Few	Often	Almost Always
Military/ Civilian	N =	223	311	450	443	205
	% =	13.6	19.1	27.6	27.1	12.6
Dependents	N =	109	91	138	84	29
	% =	24.2	20.2	30.6	18.6	6.4

Table C27

Feelings About Tape-Delayed Sports

	Military/Civilian		Dependents	
	N	%	N	%
Like lot less	164	11.6	34	9.9
Like less	236	16.7	81	23.5
Just right	355	25.2	129	37.5
Like more	308	21.9	67	19.5
Like lot more	346	24.6	33	9.6

Table C28

Frequency of Watching Live Sports on AFN-TV

	Military/Civilian		Dependents	
	N	%	N	%
Never	129	7.7	68	15.0
Rarely	154	9.3	71	15.6
Few, Depends on Sport	299	16.7	115	25.3
Often, Depends on Sport	369	22.2	93	20.5
As Many As I Can	734	44.1	107	23.6

Table C29

Frequency Viewers Would Like to Watch Live Sports

	Military/Civilian		Dependents	
	N	%	N	%
Lot Less	150	9.8	32	8.4
Less	130	8.5	49	12.8
Just Right	235	15.4	114	29.8
More	377	24.7	92	24.1
Much More	635	41.6	95	24.9

Table C30

AFN Radio Service Available in Area

		Neither	FM	AM	AM and FM
Military/ Civilian	N=	22	312	663	1098
	%=	1.0	14.9	31.6	52.4
Dependents	N=	5	65	203	297
	%=	0.9	11.4	35.6	52.1

Table C31

Place Where AFN Radio is Heard

	Military/Civilian		Dependent	
	N	%	N	%
Don't Listen	83	4.0	29	5.0
Listen at Work	153	7.3	11	1.9
Listen at Home	224	10.8	112	19.4
Work and Home	416	20.0	38	6.6
In Car Only	86	4.1	26	4.5
Home and Car	288	13.8	225	39.1
Work and Car	111	5.3	12	2.1
Work, Car and Home	722	34.6	123	21.4

Table C32

Preference for AM or FM Service

		AM Only	FM Only	AM and FM
Military/ Civilian	N =	888	468	636
	% =	44.6	23.5	31.9
Dependent	N =	261	118	157
	% =	48.7	22.0	29.3

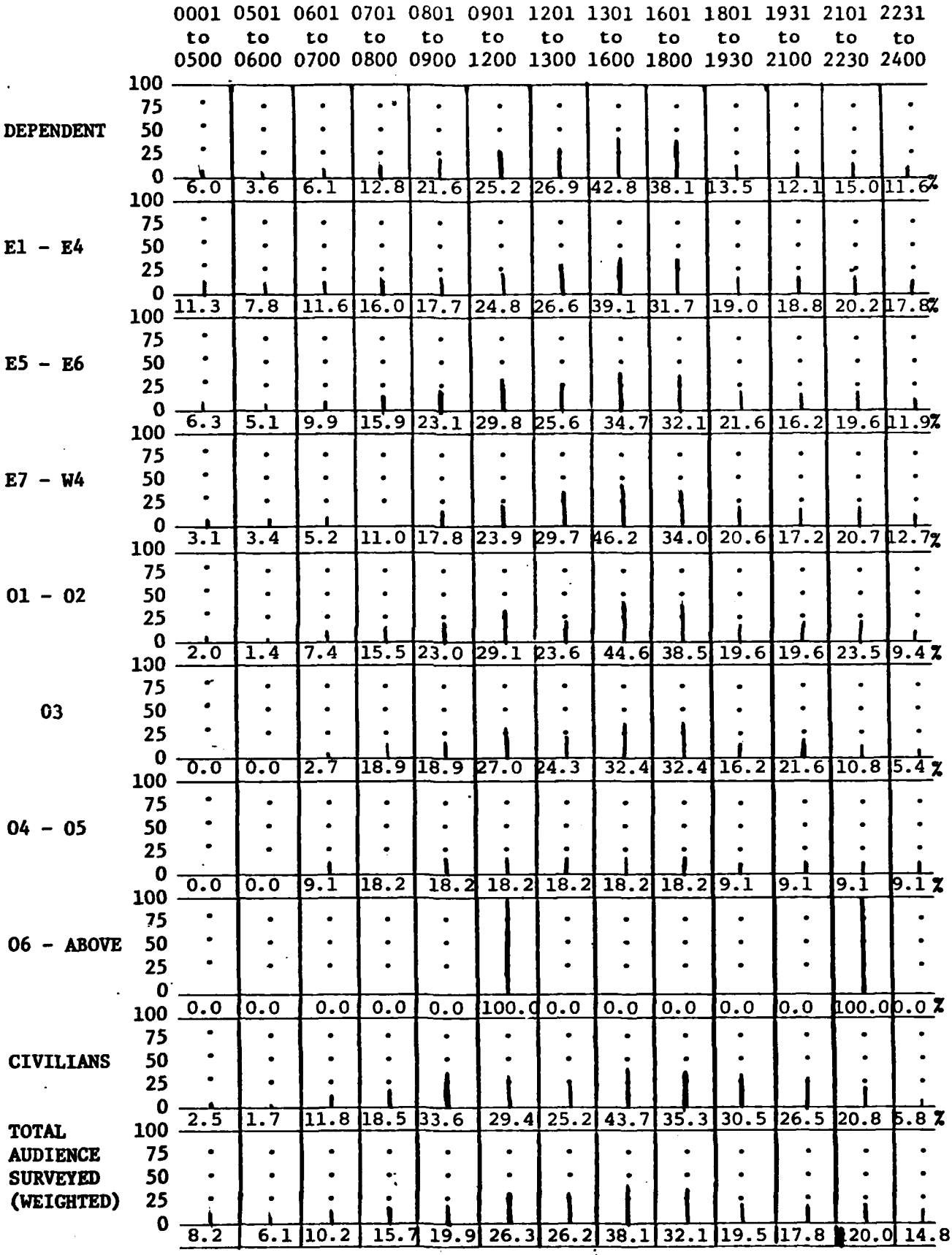

Table C33 - Listening by Rank Catagories and Unweighted Dependents
DAY OF WEEK: Sunday

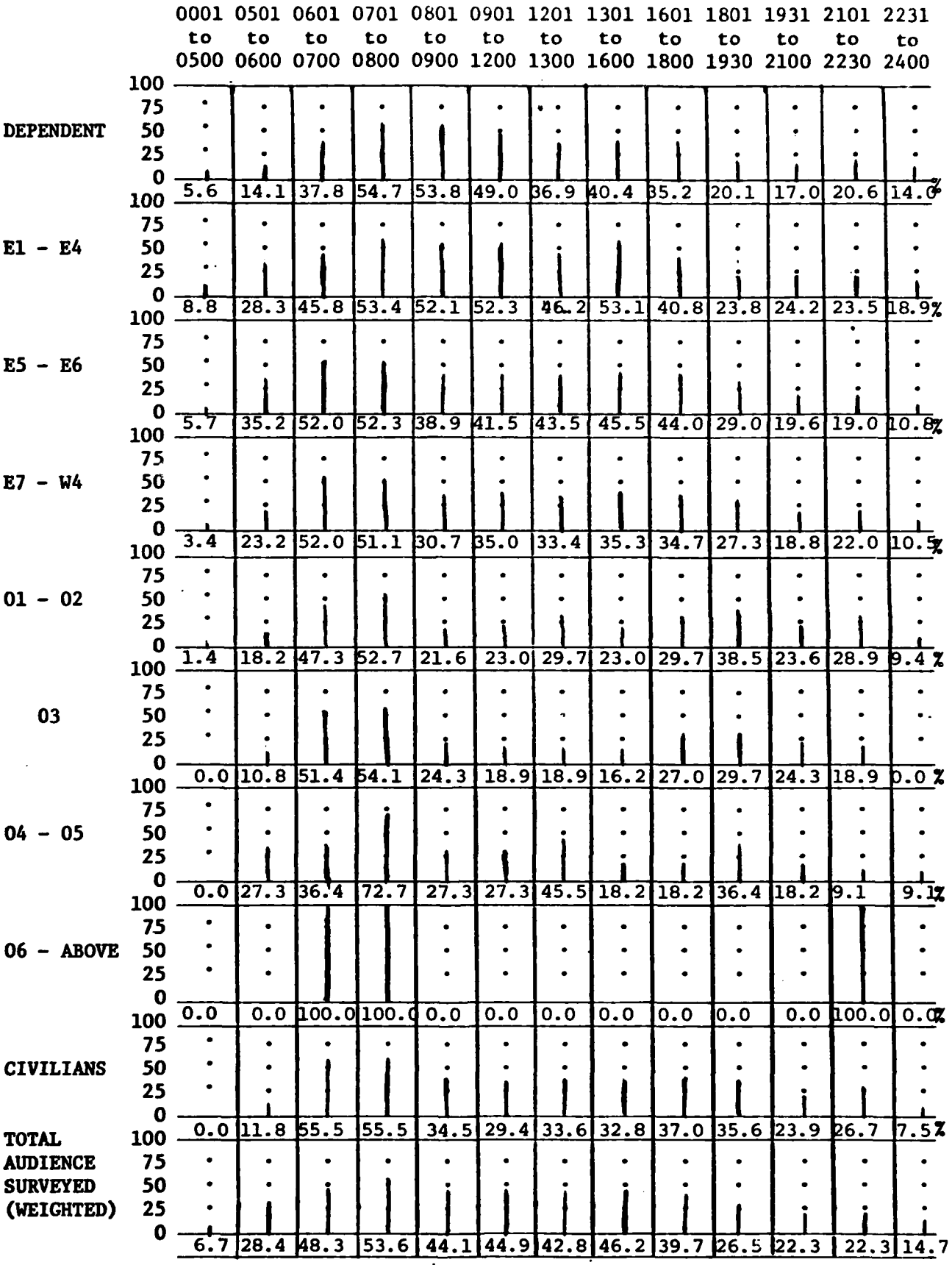

Table C33 - Listening by Rank Catagories and Unweighted Dependents
DAY OF WEEK: Monday

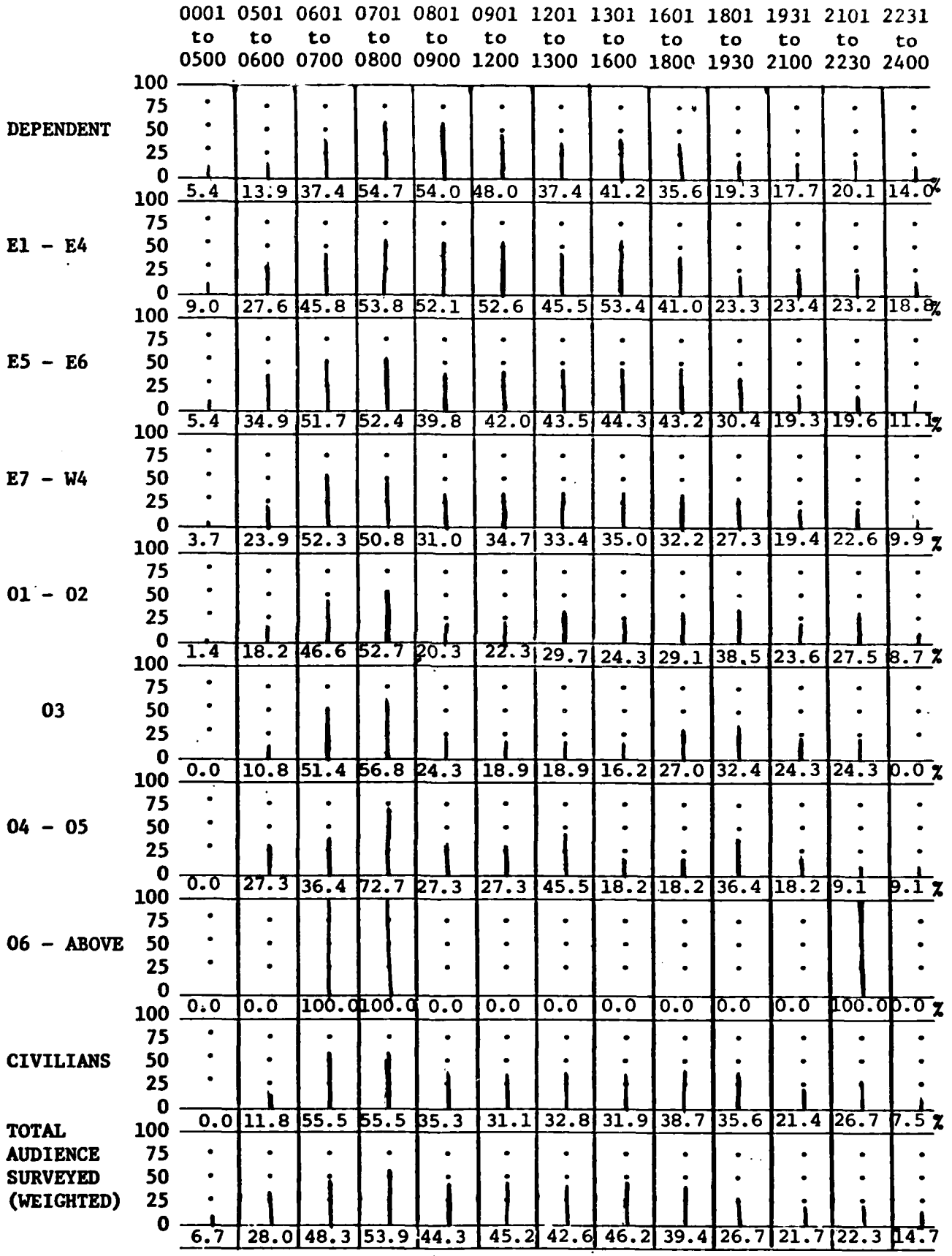

Table C33 - Listening by Rank Catagories and Unweighted Dependents
DAY OF WEEK: Tuesday

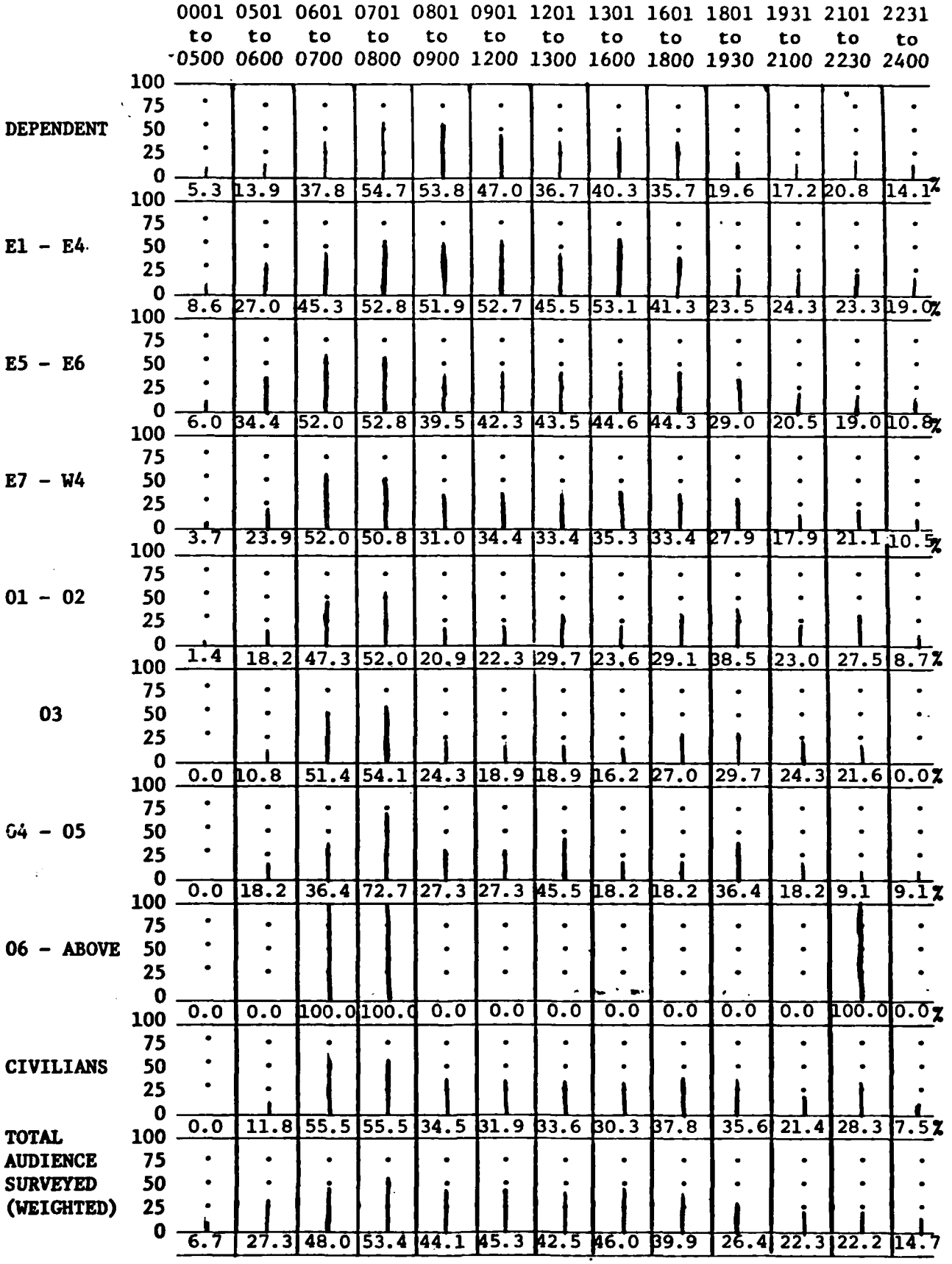

Table C33 - Listening by Rank Catagories and Unweighted Dependents
DAY OF WEEK: Wednesday

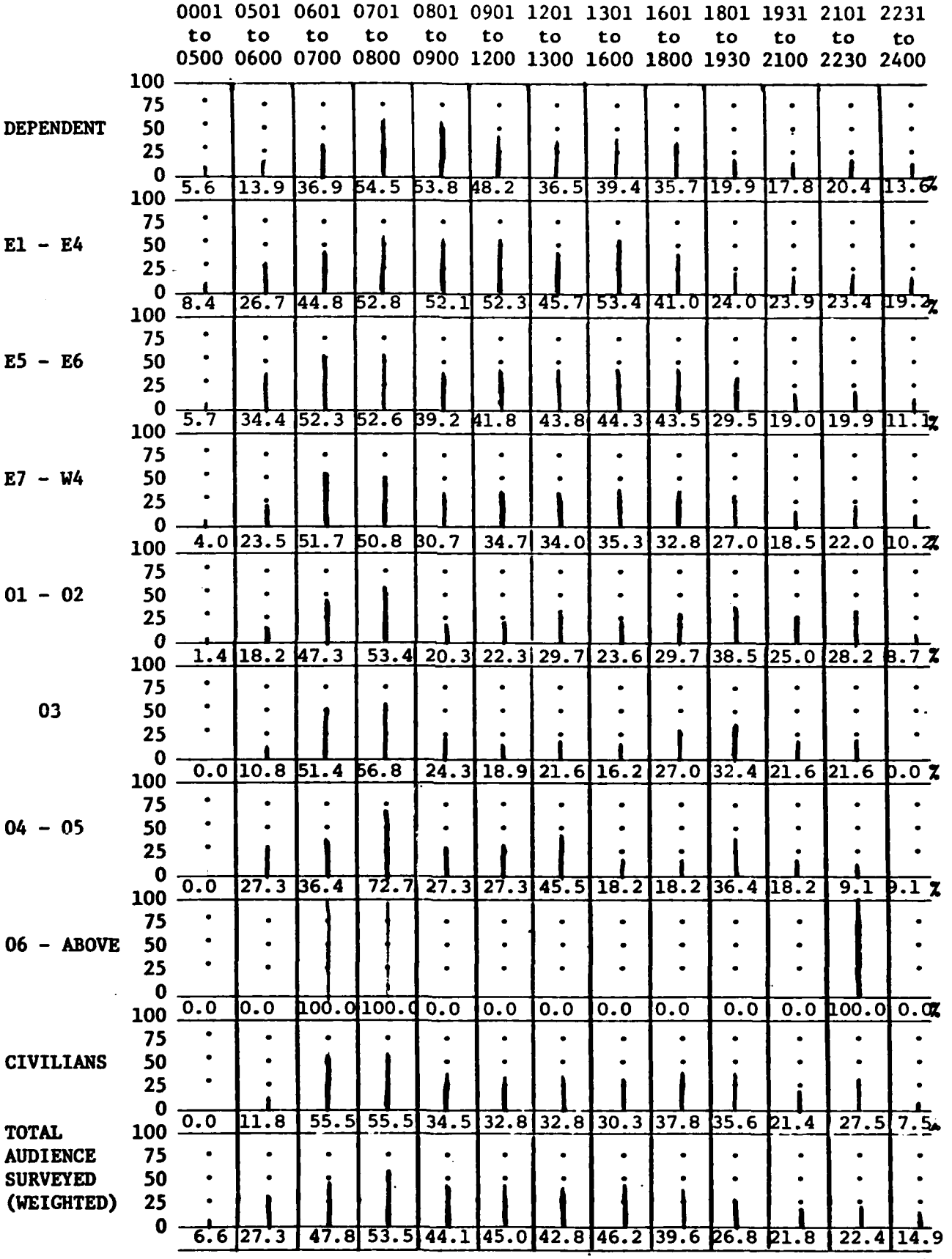

Table C33 - Listening by Rank Catagories and Unweighted Dependents
DAY OF WEEK: Thursday

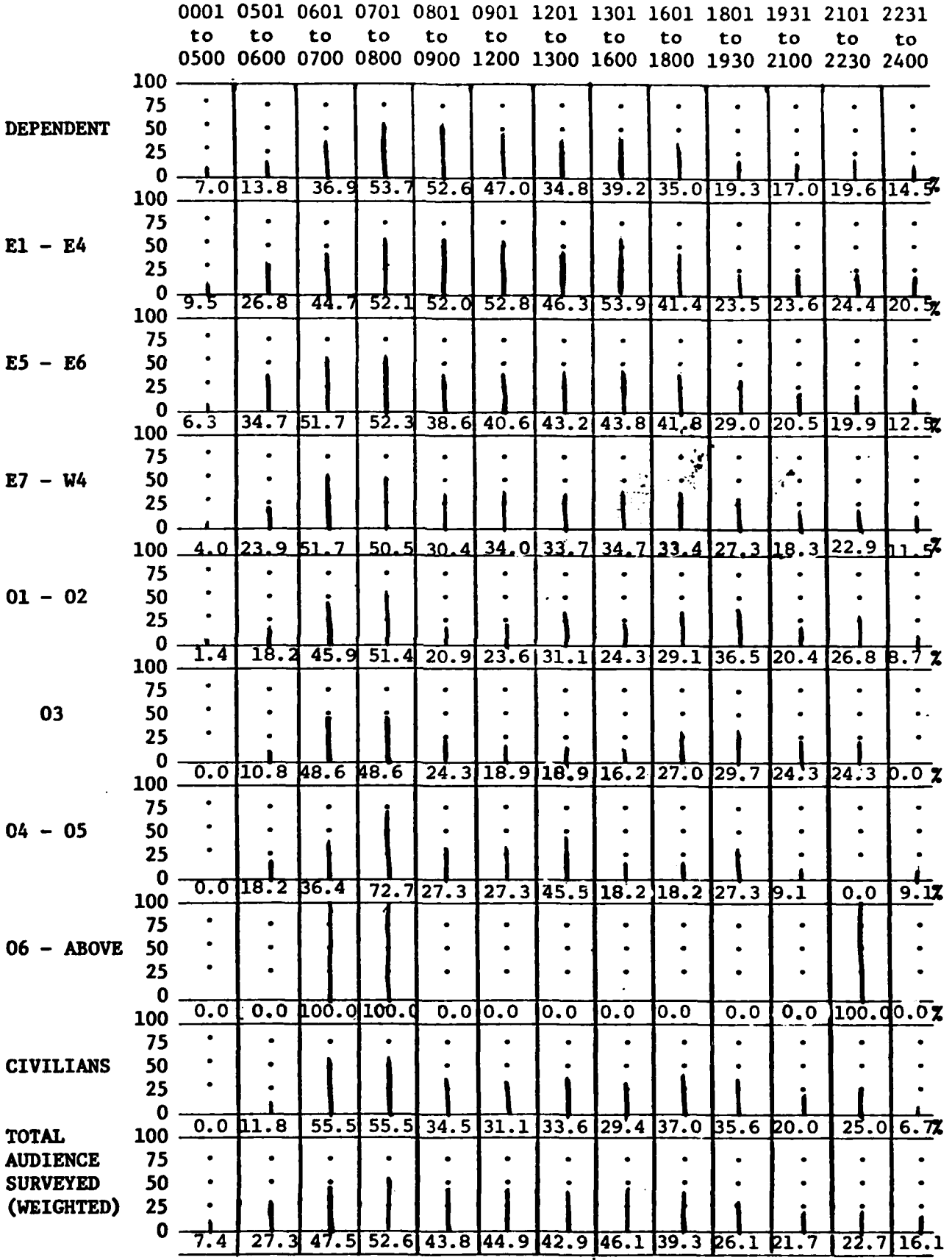

Table C33 - Listening by Rank Catagories and Unweighted Dependents
DAY OF WEEK: Friday

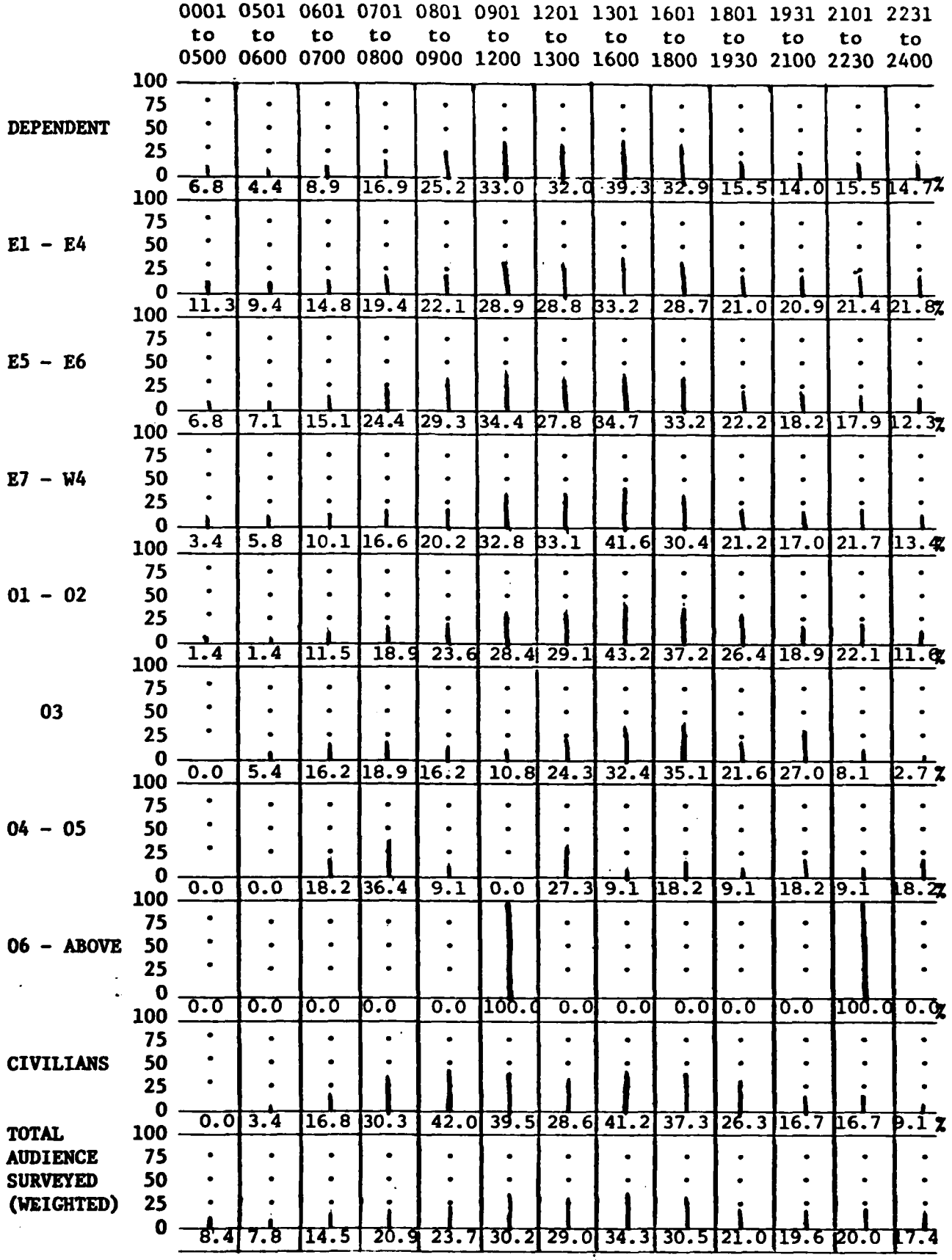

Table C33 - Listening by Rank Catagories and Unweighted Dependents
DAY OF WEEK: Saturday

Table C34

Frequency Listen to Various Programing

Information Specials

		Never	Rarely	Occasionally	Frequently
Military/	N =	280	560	702	286
Civilian	% =	15.3	30.6	38.4	15.6
Dependent	N =	65	152	201	89
	% =	12.8	30.0	39.6	17.6

News-Information Series

		Never	Rarely	Occasionally	Frequently
Military/	N =	157	349	625	782
Civilian	% =	8.2	18.2	32.7	40.9
Dependent	N =	51	101	179	190
	% =	9.8	19.4	34.4	36.5

Religious Gospel

		Never	Rarely	Occasionally	Frequently
Military/	N =	1068	443	207	108
Civilian	% =	58.5	24.2	11.3	5.9
Dependent	N =	314	108	60	26
	% =	61.8	21.3	11.8	5.1

Country Music

		Never	Rarely	Occasionally	Frequently
Military/	N =	370	380	512	622
Civilian	% =	19.2	19.7	26.6	34.4
Dependent	N =	89	114	128	192
	% =	17.0	21.8	24.5	36.7

Table C34 (Continued)

Popular Music

		Never	Rarely	Occasionally	Frequently
Military/ Civilian	N =	106	195	606	1034
	% =	5.4	10.0	31.2	53.3
Dependent	N =	28	46	145	308
	% =	5.3	8.7	27.5	58.4

Album Oriented Rock Music

		Never	Rarely	Occasionally	Frequently
Military/ Civilian	N =	412	441	484	513
	% =	22.3	23.8	26.2	27.7
Dependent	N =	137	135	127	107
	% =	27.1	26.7	25.1	21.1

Easy Listening Music

		Never	Rarely	Occasionally	Frequently
Military/ Civilian	N =	195	356	729	624
	% =	10.3	18.7	38.3	32.8
Dependent	N =	53.	82	168	225
	% =	10.0	15.5	31.8	42.6

Folk Music

		Never	Rarely	Occasionally	Frequently
Military/ Civilian	N =	541	615	482	208
	% =	29.3	33.3	26.1	11.3
Dependent	N =	140	172	144	50
	% =	27.7	34.0	28.5	9.9

Table C34 (Continued)

Soul Music

		Never	Rarely	Occasionally	Frequently
Military/ Civilian	N =	790	460	266	368
	% =	41.9	24.4	14.1	19.5
Dependent	N =	210	142	96	63
	% =	41.1	27.8	18.8	12.3

Modern Jazz

		Never	Rarely	Occasionally	Frequently
Military/ Civilian	N =	726	518	382	235
	% =	39.0	27.8	20.5	12.7
Dependent	N =	218	171	91	31
	% =	42.7	33.5	17.8	6.1

Traditional Jazz

		Never	Rarely	Occasionally	Frequently
Military/ Civilian	N =	762	534	367	177
	% =	41.4	29.0	19.9	9.6
Dependent	N =	224	178	76	29
	% =	44.2	35.1	15.0	5.7

Latino Music

		Never	Rarely	Occasionally	Frequently
Military/ Civilian	N =	1177	412	157	86
	% =	64.2	22.5	8.6	4.7
Dependent	N =	332	116	44	13
	% =	65.7	23.0	8.7	2.6

Table C34 (Continued)

Old Radio Comedy/Drama

		Never	Rarely	Occasionally	Frequently
Military/	N =	326	356	675	552
Civilian	% =	17.1	18.6	35.4	28.9
Dependent	N =	93	106	178	142
	% =	17.9	20.4	34.3	27.4

Hourly Newscasts

		Never	Rarely	Occasionally	Frequently
Military/	N =	102	179	517	1128
Civilian	% =	5.3	9.3	26.9	58.5
Dependent	N =	24	50	165	279
	% =	4.6	9.7	31.9	53.9

Women's Interest Shows

		Never	Rarely	Occasionally	Frequently
Military/	N =	1051	521	194	62
Civilian	% =	57.5	28.5	10.6	3.4
Dependent	N =	155	159	120	69
	% =	30.8	31.6	23.9	13.7

Sporting Events

		Never	Rarely	Occasionally	Frequently
Military/	N =	511	457	495	463
Civilian	% =	26.5	23.7	25.7	24.0
Dependent	N =	244	142	87	34
	% =	48.1	28.0	17.2	6.7

Table C34a

General Radio Programing Preferences
by Educational Level

News-Information
(Military/Civilian)

		Never	Rarely	Occasionally	Frequently
Less than	N =	8	5	12	4
High School	% =	26.0	17.0	42.0	15.0
High School	N =	54	120	201	149
or GED	% =	10.2	23.0	38.[illegible]	28.4
Some	N =	67	163	273	358
College	% =	7.8	19.0	31.7	41.6
Bachelor	N =	16	22	62	80
Degree	% =	9.0	12.3	34.4	44.3
Bachelor	N =	11	35	68	176
Plus	% =	3.8	12.1	23.4	60.6

Table C34b

General Radio Programing Preferences
By Ethnic Background

Country
(Military/Civilian)

		Never	Rarely	Occasionally	Frequently
Asian-American	N =	6	8	9	5
	% =	22.6	28.2	33.1	16.1
White	N =	195	253	404	553
	% =	13.9	18.0	28.8	39.4
Hispanic-American	N =	19	16	16	23
	% =	25.8	21.2	21.9	31.0
Black	N =	123	76	46	18
	% =	46.7	29.0	17.5	6.8
American Indian	N =	5	5	7	17
	% =	14.3	14.2	22.2	49.3
Other	N =	15	12	18	28
	% =	20.0	16.5	25.3	38.2

(Dependents)

Asian-American	N =	3	4	5	4
	% =	18.8	25.0	31.3	25.0
White	N =	69	87	107	172
	% =	15.9	20.0	24.6	39.5
Hispanic-American	N =	3	4	6	2
	% =	20.0	26.7	40.0	13.3
Black	N =	9	16	6	3
	% =	26.5	47.1	17.6	8.8
American Indian	N =	1	0	1	3
	% =	20.0	0.0	20.0	60.0
Other	N =	3	1	2	6
	% =	25.0	8.3	16.7	50.0

Table C34b (continued)

Soul Music
(Military/Civilian)

		Never	Rarely	Occasionally	Frequently
Asian American	N =	7	14	2	5
	% =	25.1	49.8	7.8	17.3
White	N =	690	387	163	90
	% =	51.9	29.1	12.2	6.7
Hispanic-American	N =	14	17	21	25
	% =	17.6	21.6	27.7	33.1
Black	N =	8	15	62	215
	% =	2.8	5.1	20.7	71.5
American Indian	N =	17	6	3	6
	% =	53.0	20.1	8.6	18.3
Other	N =	33	15	10	15
	% =	45.2	20.2	14.0	20.6
		(Dependents)			
Asian-American	N =	2	7	4	1
	% =	14.3	50.0	28.6	7.1
White	N =	194	126	74	29
	% =	45.9	29.8	17.5	6.9
Hispanic-American	N =	4	3	6	2
	% =	26.7	20.0	40.0	13.3
Black	N =	2	2	8	25
	% =	5.4	5.4	21.6	67.6
American Indian	N =	2	1	0	2
	% =	40.0	20.0	0.0	40.0
Other	N =	2	2	4	3
	% =	18.2	18.2	36.4	27.3

Table C34b (continued)

Modern Jazz
(Military/Civilian)

		Never	Rarely	Occasionally	Frequently
Asian-American	N =	11	12	5	4
	% =	35.0	38.2	14.5	12.4
White	N =	615	398	235	81
	% =	46.3	30.0	17.7	6.1
Hispanic-American	N =	24	17	17	14
	% =	33.2	23.9	24.1	18.8
Black	N =	23	55	93	116
	% =	8.0	19.1	32.5	40.4
American Indian	N =	12	10	5	5
	% =	36.5	32.1	16.6	14.9
Other	N =	22	16	21	9
	% =	32.4	23.9	31.2	12.5

Traditional Jazz
(Military/Civilian)

		Never	Rarely	Occasionally	Frequently
Asian-American	N =	13	9	6	2
	% =	41.8	31.0	19.2	8.0
White	N =	629	397	231	69
	% =	47.5	29.9	17.4	5.2
Hispanic-American	N =	25	19	17	10
	% =	35.3	27.1	23.2	14.4
Black	N =	33	73	85	81
	% =	12.2	26.9	31.2	29.8
American Indian	N =	15	8	5	3
	% =	48.4	26.1	17.2	8.3
Other	N =	27	18	15	8
	% =	40.0	26.4	21.9	11.7

Table C34b (continued)

Latino Music
(Military/Civilian)

		Never	Rarely	Occasionally	Frequently
Asian-American	N =	16	8	2	4
	% =	54.3	26.3	5.1	14.3
White	N =	954	269	73	27
	% =	72.1	20.4	5.5	2.0
Hispanic-American	N =	13	18	16	30
	% =	17.2	23.2	20.9	38.6
Black	N =	108	91	45	16
	% =	41.6	35.0	17.4	6.0
American Indian	N =	19	8	2	2
	% =	60.5	25.7	6.9	6.9
Other	N =	40	12	13	6
	% =	55.7	17.0	18.5	8.8

(Dependents)

Asian-American	N =	5	6	1	0
	% =	41.7	50.0	8.3	0.0
White	N =	294	95	28	5
	% =	69.7	22.5	6.6	1.2
Hispanic-American	N =	4	3	6	3
	% =	25.0	18.8	37.5	18.8
Black	N =	15	8	8	2
	% =	45.5	24.2	24.2	6.1
American Indian	N =	3	1	0	0
	% =	75.0	25.0	0.0	0.0
Other	N =	6	2	1	2
	% =	54.5	18.2	9.1	18.2

Table C35

Type of Music Prefer to Hear

	Military/Civilian		Dependents	
	N	%	N	%
Hour Long Mix	545	28.3	181	34.5
Hour Long One Type	665	34.6	175	33.3
Combination of the Above	410	21.3	116	22.1
Other	302	15.7	53	10.1

Table C36

Frequency of Listening to Expanded News/Sports

		Never	Rarely	Occasionally	Frequently
7am					
Military/ Civilian	N =	254	301	408	952
	% =	13.3	15.7	21.3	49.7
Dependents	N =	106	88	96	228
	% =	20.5	17.0	18.5	44.0
12 noon					
Military/ Civilian	N =	286	429	608	524
	% =	15.5	23.2	32.9	28.4
Dependents	N =	89	105	168	157
	% =	17.1	20.2	32.4	30.3
6pm					
Military/ Civilian	N =	358	468	496	503
	% =	19.6	25.6	27.2	27.5
Dependents	N =	129	132	119	128
	% =	25.4	26.0	23.4	25.2
10pm					
Military/ Civilian	N =	525	507	425	350
	% =	29.0	28.1	23.5	19.4
Dependents	N =	192	133	87	87
	% =	38.5	26.7	17.4	17.4

Table C37

Amount of Time Preferred on
Various Aspects of News/Sports

		Want Much Less	Want Less	Just Right	Want More	Want Much More
US News						
Military/ Civilian	N =	25	52	784	609	511
	% =	1.3	2.6	39.6	30.7	25.8
Dependents	N =	8	11	217	176	117
	% =	1.5	2.1	41.0	33.3	22.1
International News						
Military/ Civilian	N =	37	85	962	496	362
	% =	1.9	4.4	49.5	25.5	18.7
Dependents	N =	13	24	297	130	60
	% =	2.5	4.6	56.7	24.8	11.5
Sports						
Military/ Civilian	N =	194	350	873	260	257
	% =	10.0	18.1	45.2	13.4	13.3
Dependents	N =	55	126	288	29	14
	% =	10.7	24.6	56.3	5.7	2.7
Economics						
Military/ Civilian	N =	285	512	863	168	82
	% =	14.9	26.8	45.2	8.8	4.3
Dependents	N =	55	108	297	36	12
	% =	10.8	21.3	58.5	7.1	2.4

Table C38

Opinion of 7am News

	Military/Civilian		Dependents	
	N	%	N	%
Prefer music to news	222	11.3	48	9.2
Prefer news at 5:30am	130	6.6	12	2.3
Prefer news at 6am	253	12.8	25	4.8
Prefer news at 6:30am	218	11.0	35	6.7
News should remain at 7am	870	44.2	311	59.4
Prefer news at 7:30am	118	6.0	24	4.6
Prefer news at 8am	159	8.1	69	13.2

Table C39

Opinion of Late Hour Live Sports

	Military/Civilian		Dependent	
	N	%	N	%
No Difference	468	23.8	176	33.3
Do Not Listen	669	34.1	219	41.4
Listen	54	2.7	11	2.1
Prefer Live	304	15.5	40	7.6
Delay Till Daytime	275	14.0	45	8.5
Both, Live and Delayed	196	10.0	38	7.2

Table C40

Enough Time for Local Programing

		No	Yes
Military/ Civilian	N =	349	1604
	% =	17.9	82.1
Dependent	N =	62	469
	% =	11.7	88.3

Table C41

Quality of Local AFN D.J. Music Programs

		Very Poor	Poor	Adequate	Good	Outstanding
Military/ Civilian	N =	52	188	541	856	368
	% =	2.6	9.4	27.0	42.7	18.3
Dependent	N =	11	24	148	273	86
	% =	2.0	4.4	27.3	50.4	15.9

Table C42

Quality of Local AFN Radio Broadcasting

Local Military News

		No Opinion	Very Poor	Poor	Good	Very Good
Military/	N =	370	219	1018	407	46
Civilian	% =	18.0	10.6	49.4	19.8	2.2
Dependent	N =	129	43	283	99	7
	% =	23.0	7.7	50.4	17.6	1.2

Local Community Information

		No Opinion	Very Poor	Poor	Good	Very Good
Military/	N =	335	239	1007	434	47
Civilian	% =	16.2	11.6	48.9	21.0	2.3
Dependent	N =	82	65	264	132	18
	% =	14.6	11.6	47.1	23.5	3.2

Local Community Sports

		No Opinion	Very Poor	Poor	Good	Very Good
Military/	N =	526	380	811	308	33
Civilian	% =	25.6	18.5	39.4	15.0	1.6
Dependent	N =	152	73	242	87	6
	% =	27.1	13.0	43.2	15.5	1.1

Local Consumer News

		No Opinion	Very Poor	Poor	Good	Very Good
Military/	N =	520	460	823	234	21
Civilian	% =	25.3	22.4	40.0	11.4	1.0
Dependent	N =	143	113	231	69	4
	% =	25.5	20.2	41.3	12.3	0.7

Table C42 (Continued)

Local Road/Weather Information

		No Opinion	Very Poor	Poor	Good	Very Good
Military/ Civilian	N =	397	355	820	447	39
	% =	19.3	17.3	39.9	21.7	1.9
Dependent	N =	96	67	257	126	13
	% =	17.2	12.0	46.0	22.5	2.3

Table C43

AFN FM General Service in Your Area

		No	Yes	Don't Know
Military/ Civilian	N =	515	1331	119
	% =	26.2	67.7	6.1
Dependents	N =	152	338	38
	% =	28.8	64.0	7.2

Table C44

Feelings About Live vs. Recorded FM

		Don't Like	Like a Few	Like More
Military/ Civilian	N =	272	606	445
	% =	20.5	45.8	33.7
Dependents	N =	67	156	92
	% =	21.3	49.5	29.2

Table C44a

Feelings About Live Announcer
and D.J.s on FM Radio by Rank

		Don't Like	Okay On A Few	Like More
Dependent	N =	75	168	104
	% =	21.6	48.4	30.0
E1-E4	N =	98	308	278
	% =	14.3	45.0	40.6
E5-E6	N =	65	112	66
	% =	26.7	46.1	27.2
E7-W4	N =	56	92	58
	% =	27.2	44.7	28.2
01-02	N =	31	43	14
	% =	35.2	48.9	15.9
03	N =	12	9	2
	% =	52.2	39.1	8.7
Civilians	N =	25	30	10
	% =	38.5	46.2	15.4

Table C45

Opinions of News/Sports on FM

		Don't Like	Expand 4 Times Daily	Prefer 5 min/hr	Both
Military/ Civilian	N =	434	168	304	397
	% =	33.3	12.9	23.4	30.5
Dependents	N =	89	42	96	83
	% =	28.7	13.5	31.0	26.8

Table C46

Preference for FM Music

Easy Listening

		Want Much Less	Want Less	Stay Same	Want More	Want Much More
Military/ Civilian	N =	79	163	478	300	267
	% =	6.2	12.7	37.1	23.3	20.8
Dependent	N =	16	25	129	77	66
	% =	5.1	8.0	41.2	24.6	21.1

Top 40

		Want Much Less	Want Less	Stay Same	Want More	Want Much More
Military/ Civilian	N =	68	95	433	328	358
	% =	5.3	7.4	33.7	25.6	27.9
Dependent	N =	15	13	122	80	77
	% =	4.9	4.2	39.7	26.1	25.1

Album Oriented Rock

		Want Much Less	Want Less	Stay Same	Want More	Want Much More
Military/ Civilian	N =	227	265	357	174	219
	% =	18.3	21.4	28.7	14.0	17.7
Dependent	N =	68	89	98	22	29
	% =	22.2	29.1	32.0	7.2	9.5

Table C46 (Continued)

Soul

		Want Much Less	Want Less	Stay Same	Want More	Want Much More
Military/ Civilian	N =	413	288	286	109	174
	% =	32.5	22.7	22.5	8.6	13.7
Dependent	N =	90	94	82	14	25
	% =	29.5	30.8	26.9	4.6	8.2

Disco

		Want Much Less	Want Less	Stay Same	Want More	Want Much More
Military/ Civilian	N =	368	271	319	144	163
	% =	29.1	21.4	25.3	11.4	12.9
Dependent	N =	71	56	105	46	27
	% =	23.3	18.4	34.4	15.1	8.9

Classical

		Want Much Less	Want Less	Stay Same	Want More	Want Much More
Military/ Civilian	N =	281	254	410	205	116
	% =	22.2	20.1	32.4	16.2	9.2
Dependent	N =	59	48	107	51	43
	% =	19.2	15.6	34.7	16.6	14.0

Table C46 (Continued)

Country/Western

		Want Much Less	Want Less	Stay Same	Want More	Want Much More
Military/ Civilian	N =	206	174	398	241	277
	% =	15.9	13.4	30.7	18.6	21.4
Dependent	N =	45	49	103	65	43
	% =	14.8	16.1	33.8	21.3	14.1

Latino

		Want Much Less	Want Less	Stay Same	Want More	Want Much More
Military/ Civilian	N =	587	282	318	53	30
	% =	46.3	22.2	25.0	4.2	2.3
Dependent	N =	148	75	69	7	5
	% =	48.7	24.7	22.7	2.3	1.6

Table C46a

FM Music Preference by Rank

Easy Listening

		Much Less	Less	Same	More	Much More
Dependent	N =	20	29	143	79	75
	% =	5.8	8.4	41.3	22.8	21.7
E1-E4	N =	49	104	257	132	124
	% =	7.4	15.6	38.6	19.8	18.6
E5-E6	N =	12	20	86	63	55
	% =	5.1	8.5	36.4	26.7	23.3
E7-W4	N =	9	24	83	39	46
	% =	4.5	11.9	41.3	19.4	22.9
01-02	N =	1	5	22	27	33
	% =	1.1	5.7	25.0	30.7	37.5
03	N =	0	0	0	4	0
	% =	0.0	0.0	0.0	100.0	0.0
Civilians	N =	3	4	23	20	16
	% =	4.5	6.1	34.8	30.3	24.2

Table C46a (Continued)

Top 40

		Much Less	Less	Same	More	Much More
Dependent	N =	17	16	131	91	85
	% =	5.0	4.7	38.5	26.8	25.0
E1-E4	N =	18	47	204	173	230
	% =	2.7	7.0	30.4	25.7	34.2
E5-E6	N =	19	16	89	59	52
	% =	8.1	6.8	37.9	25.1	22.1
E7-W4	N =	14	13	67	61	43
	% =	7.1	6.6	33.8	30.8	21.7
O1-O2	N =	15	9	34	21	10
	% =	16.9	10.1	38.2	23.6	11.2
O3	N =	2	5	10	2	0
	% =	10.5	26.3	52.6	10.5	0.0
Civilians	N =	9	8	29	9	3
	% =	15.5	13.8	50.0	15.5	5.2

Table C46a (Continued)

Album Oriented Rock

		Much Less	Less	Same	More	Much More
Dependent	N =	72	93	108	30	36
	% =	21.2	27.2	31.9	8.8	10.6
E1-E4	N =	78	117	197	101	164
	% =	11.9	17.8	30.0	15.4	25.0
E5-E6	N =	61	58	66	20	14
	% =	27.9	26.5	30.1	9.1	6.4
E7-W4	N =	26	43	60	38	23
	% =	13.7	22.6	31.6	20.0	12.1
O1-O2	N =	37	21	15	12	3
	% =	42.0	23.9	17.0	13.6	3.4
O3	N =	6	11	2	1	0
	% =	30.0	55.0	10.0	5.0	0.0
Civilians	N =	23	13	14	7	1
	% =	39.7	22.4	24.1	12.1	1.7

Table C46a (Continued)

Soul Music

		Much Less	Less	Same	More	Much More
Dependent	N =	100	105	89	16	28
	% =	29.6	31.1	26.3	4.7	8.3
E1-E4	N =	190	143	144	67	123
	% =	28.5	21.4	21.6	10.0	18.4
E5-E6	N =	78	51	61	18	21
	% =	34.1	22.3	26.6	7.9	9.2
E7-W4	N =	70	46	52	12	13
	% =	36.3	23.8	26.9	6.2	6.7
O1-O2	N =	49	24	11	4	2
	% =	54.4	26.7	12.2	4.4	2.2
O3	N =	10	6	4	0	0
	% =	50.0	30.0	20.0	0.0	0.0
Civilians	N =	28	17	12	2	2
	% =	45.9	27.9	19.7	3.3	3.3

Table C46a (Continued)

Disco

		Much Less	Less	Same	More	Much More
Dependent	N =	78	64	117	47	31
	% =	23.1	19.0	34.7	13.9	9.2
E1-E4	N =	177	140	151	81	116
	% =	26.6	21.1	22.7	12.2	17.4
E5-E6	N =	69	50	65	27	16
	% =	30.4	22.0	28.6	11.9	7.0
E7-W4	N =	56	41	63	18	14
	% =	29.2	21.4	32.8	9.4	7.3
01-02	N =	39	25	17	8	1
	% =	43.3	27.8	18.9	8.9	1.1
03	N =	9	8	4	0	0
	% =	42.9	38.1	19.0	0.0	0.0
Civilians	N =	23	12	15	8	2
	% =	38.3	20.0	25.0	13.3	3.3

Table C46a (Continued)

Classical

		Much Less	Less	Same	More	Much More
Dependent	N =	66	56	115	55	49
	% =	19.4	16.4	33.7	16.1	14.4
E1-E4	N =	170	149	206	83	51
	% =	25.8	22.6	31.3	12.6	7.7
E5-E6	N =	48	45	82	34	20
	% =	21.0	19.7	35.8	14.8	8.7
E7-W4	N =	27	26	67	53	20
	% =	14.0	13.5	34.7	27.5	10.4
01-02	N =	9	11	28	21	20
	% =	10.1	12.4	31.5	23.6	22.5
03	N =	1	3	5	10	2
	% =	4.8	14.3	23.8	47.6	9.5
Civilians	N =	6	5	19	18	13
	% =	9.8	8.2	31.1	29.5	21.3

Table C46a (Continued)

Country

		Much Less	Less	Same	More	Much More
Dependent	N =	52	53	118	70	46
	% =	15.3	15.6	34.8	20.6	13.6
E1-E4	N =	124	106	195	107	141
	% =	18.4	15.8	29.0	15.9	21.0
E5-E6	N =	23	17	72	54	70
	% =	9.7	7.2	30.5	22.9	29.7
E7-W4	N =	37	32	75	30	24
	% =	18.7	16.2	37.9	15.2	12.1
O1-O2	N =	26	8	28	23	5
	% =	28.9	8.9	31.1	25.6	5.6
O3	N =	2	7	9	1	3
	% =	9.1	31.8	40.9	4.5	13.6
Civilians	N =	9	9	22	15	7
	% =	14.5	14.5	35.5	24.2	11.3

Table C46a (Continued)

Latino

		Much Less	Less	Same	More	Much More
Dependent	N =	166	81	77	7	5
	% =	49.4	24.1	22.9	2.1	1.5
E1-E4	N =	320	145	160	28	15
	% =	47.9	21.7	24.0	4.2	2.2
E5-E6	N =	97	47	68	9	7
	% =	42.5	20.6	29.8	3.9	3.1
E7-W4	N =	90	50	45	5	4
	% =	46.4	25.8	23.2	2.6	2.1
O1-O2	N =	51	20	14	4	1
	% =	56.7	22.2	15.6	4.4	1.1
O3	N =	6	9	4	1	0
	% =	30.0	45.0	20.0	5.0	0.0
Civilians	N =	20	16	20	0	2
	% =	34.5	27.6	34.5	0.0	3.4

Table C47

Type of FM Programing most Preferred

		Prefer Wide Mix	Prefer Hour Particular Type	Prefer Both	Other
Military/ Civilian	N =	393	496	243	172
	% =	30.1	38.0	18.7	13.2
Dependents	N =	100	105	76	30
	% =	32.2	33.8	24.4	9.6